BROADCASTING

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Broadcast Advertising

WASHINGTON, D. C.
JULY 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
JUL 17 1937

MUTUAL'S CURRENT SUCCESS IS DUE TO

1089 SPONSORS

...THE 1089 SPONSORS WHO HAVE PLACED CAMPAIGNS ON OTHER NETWORKS BEFORE MUTUAL WAS FOUNDED...

PARADOXICALLY, Mutual had an important "head start" over other networks by "arriving late." Mutual witnessed the ten years' experience of 1089 sponsors with other networks, before its own policy was fixed...

This reservoir of experience revealed more than the need for another great network. It revealed the most scientific way to form a third national system—a network offering greater benefits to both stations and advertisers than any yet in existence. Accordingly, Mutual was founded on two completely revolutionary principles. First, the advertiser was given free reign to select just the markets that fit his distribution. Second, all operating profits were to accrue to the stations.

How well these improvements have filled the gaps revealed by past experience is written in the record of the Mutual Broadcasting System.

In 1936, 21% of *all* network advertisers placed campaigns over the Mutual network. And Mutual time sales, for the first half year of 1937, eclipse all former records by 16%.

THIS IS

THE MUTUAL BROADCASTING SYSTEM

Offices: New York—WOR • Chicago—WGN • Detroit—CKLW • Boston—Colonial Network
California—Don Lee Network • Cleveland—WJAY-WHK • England—Coulsdon, Surrey

COAST TO COAST

A MILLION VACATIONS ARE MAKING US FEEL SWELL!

JUST as stimulating are Colorado vacations to Colorado business as to the million out-of-state visitors who will be here to enjoy them.

This year's early influx of vacationists has already assured this state its greatest tourist season. And what wheat means to Kansas, what corn means to Iowa, tourists mean to Colorado. Greater is Colorado's income from its tourist industry than from all its gold, silver and coal mines.

With $100,000,000 tourist money in the bag, it is no wonder that Colorado merchants and thousands of others whose income figures depend on this industry are joyfully turning mental somersaults and handsprings.

A summer surge of buying makes selling a cinch in the Denver-Rocky Mountain region right now. It also assures an active, able-to-buy market right on through the balance of the year. KLZ makes it easy and economical for you to get to this market because it is the station which has the features and programs the listeners of this region listen to most.

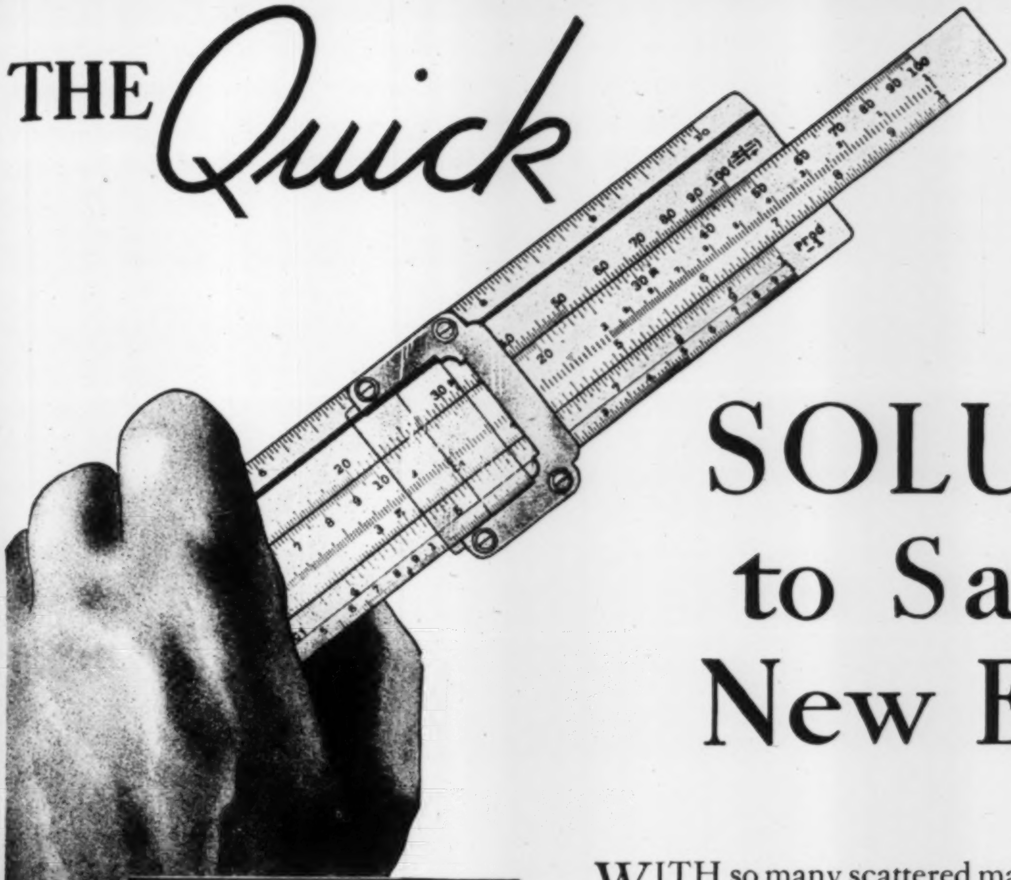
KLZ *Denver*

CBS

AFFILIATED IN MANAGEMENT WITH
WKY, OKLAHOMA CITY, AND THE
OKLAHOMA PUBLISHING COMPANY

Representative—E. Katz Special Advertising Agency

THE *Quick* SOLUTION to Sales in New England



WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield, Mass.
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

WITH so many scattered markets in New England, how is it possible to cover them all effectively with a limited appropriation?

The Colonial Network is the answer.

The Colonial Network was put together for the express purpose of providing complete New England coverage economically.

WAAB, the key station, and the outstanding sports station of New England, covers the entire Metropolitan Boston area. Fourteen other stations, each with a popular local following, provide equally intensive coverage of the large urban markets throughout New England. In addition to programs originating in Boston, these stations are outlets for the Mutual Broadcasting System; so that the Colonial group has a large dependable daily network audience.

With network strength plus popular local appeal the Colonial Network gives you the inclusive coverage to reach the largest retail sales areas of New England.

Don't test in one or two spots. Go the Colonial route, with 15 stations. Create immediate sales in all markets at one time at low cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

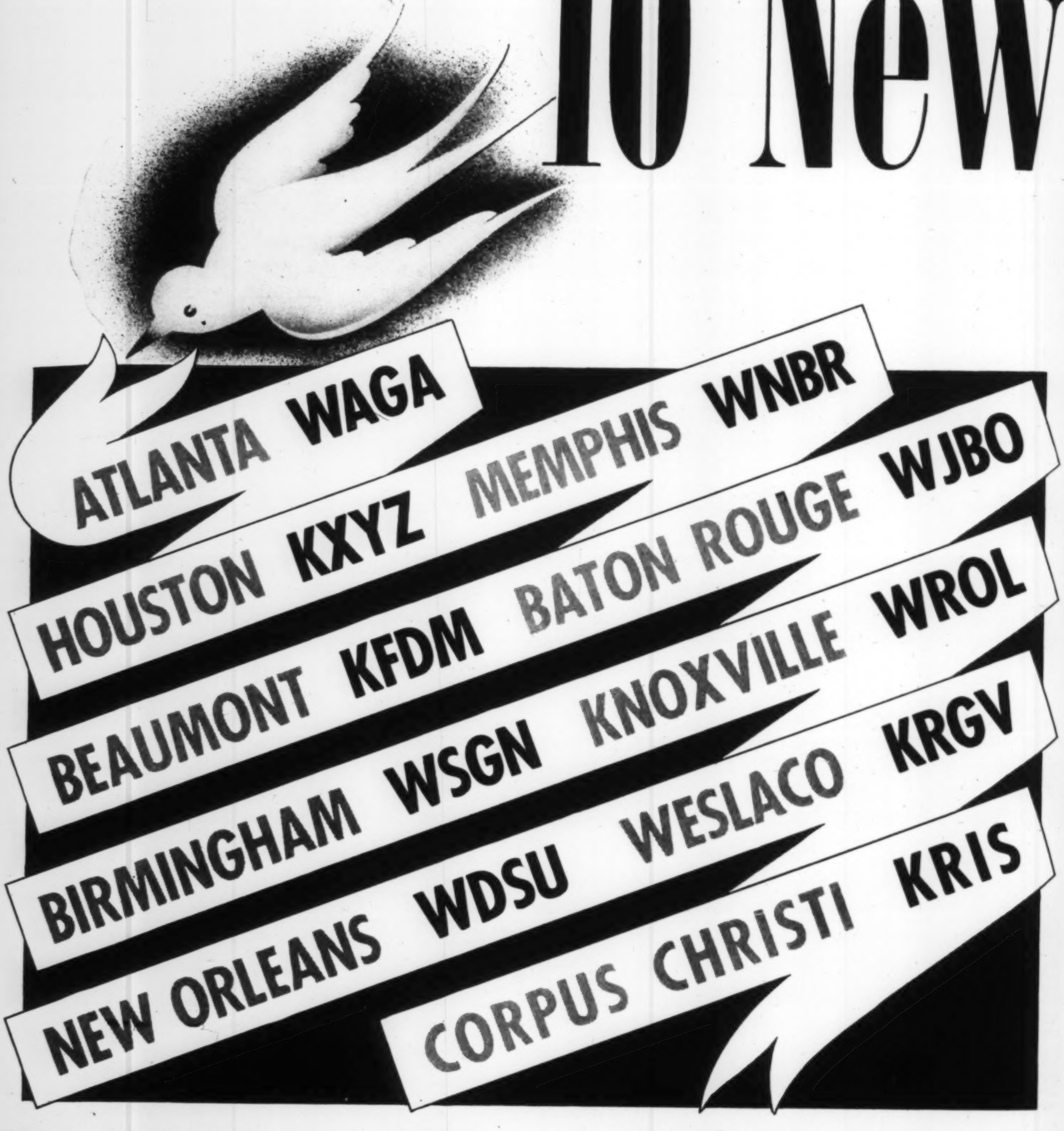
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WAY DOWN SOUTH . . . ★ ★ ★

10 New


ATLANTA WAGA
HOUSTON KXYZ MEMPHIS WNBR
BEAUMONT KFDM BATON ROUGE WJBO
BIRMINGHAM WSGN KNOXVILLE WROL
NEW ORLEANS WDSU WESLACO KRGV
CORPUS CHRISTI KRIS

NBC Stations!

NBC EXPANDS BLUE NETWORK

ON AUGUST 1, 1937, the nationalization of the NBC Blue Network takes another long step towards completion. For, on that date, ten stations, located in some of the richest and most populous sections of the South, become Blue affiliates.

Since January 1, 1936, when the complete Transcontinental Blue Network was launched, Blue Network coverage of the nation's important markets has been intensified by the addition of thirty-seven stations, including these new Southern affiliates. Ask your nearest NBC office for costs and market data.

* * *

Special Radio Programs and Local Advertising in these markets will be used by the stations to build even greater audience interest for Blue Network Advertisers!

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Standard Radio ANNOUNCES

The POPULAR Supplement

5 Reasons Why You Need Standard "Pops"

1. Released to you twice-a-month to insure freshness!
2. Covers all current music as fast as it is released!
3. Real studio quality RCA recording, and genuine Victrolac pressings—for perfect reproduction!
4. Our licensing arrangement permits unlimited use of restricted numbers from shows and musical pictures without nuisance of individual clearance by station.
5. The "makings" of an exclusive local "Hit Parade"—the most easily sold of all types of programs. Just one sponsor is enough to cover the low cost of this service and show a handsome profit.

Watch
for FIRST RELEASE
. . . out soon!

Giving You Popular Music Releases at the Rate of 40 Per Month!

AGAIN—the Standard Library Service leads the way—by providing the only complete coverage of popular music available on high-quality transcriptions!

Each month, Standard releases (in two monthly shipments to insure freshness) a minimum of 40 popular tunes. In addition to "hit" tunes from the usual sources, the Popular Supplement will include all "restricted" selections from the newest musical films and stage productions—well in advance of their peak-of-popularity, guaranteeing maximum use!

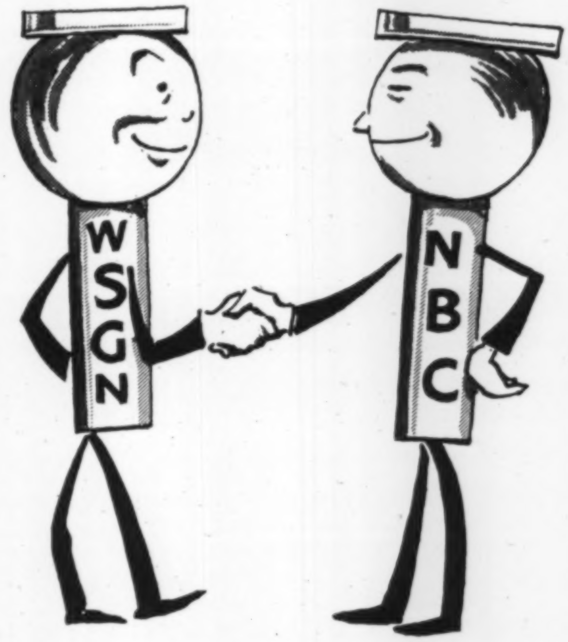
Songs in the Popular Supplement are interpreted by the nation's finest dance orchestras and novelty units available in Hollywood, and each orchestra or unit records a sufficient quantity of transcriptions to permit you to feature a long schedule of programs without change of talent.

This Popular Supplement is available either as part of the regular Standard Library Service to subscribers, or as a separate service to augment and enrich any library service. Rates for this new service are extremely low—investigate now!

Standard Radio

180 N. Michigan Ave., Chicago, Ill.   6404 Hollywood Blvd., Hollywood, Calif.

in Birmingham WSGN"



Goes NBC-*BLUE*

FAMOUS PROGRAMS

BROUGHT TO BIRMINGHAM
AUG. 1st FOR THE FIRST TIME

ANOTHER REASON WHY
NATIONAL ADVERTISERS NEED

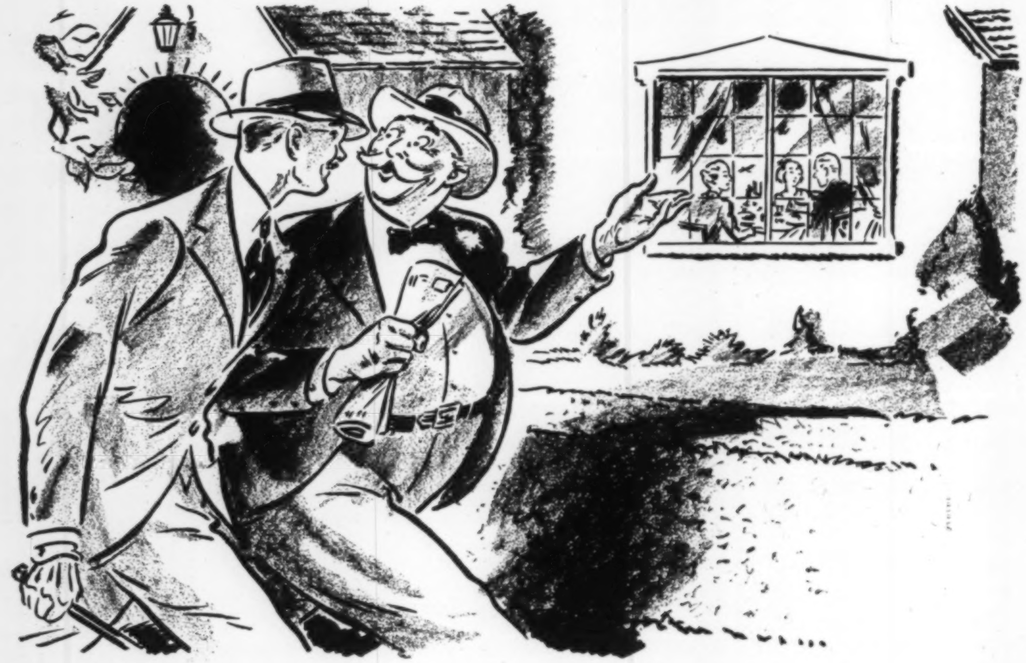
WSGN

TO REACH BIRMINGHAM HOME FOLKS

Vice Pres.-Director
HENRY P. JOHNSTON

National Representatives
THE KELLY-SMITH COMPANY
New York Chicago Detroit

THE NEWS-AGE-HERALD STATION
HOTEL TUTWILER, BIRMINGHAM (1310 KILOCYCLES)



"Look!-the boundahs dine at 5:30!"

YES, Colonel, and not so much later, lots of them are actually asleep! And when they're asleep, they're not listening to the radio. And *how* are you going to catch them all, "Coast-to-Coast", in that precious time between supper and sleep, or between waking and working—especially when New York is hours ahead of California?

Why sure, Colonel—you know the score, and you'll use spot-broadcasting! You'll select those times in each territory when the people you want to reach are *within* reach! Whether it's steel workers in Scranton or hy-de-hos in Seattle, you'll be there on the dot! . . . And for dope on spot-broadcasting, you'll of course come to headquarters—and any of the offices shown below will give you what you want!

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13 No. 2 WASHINGTON, D. C., July 15, 1937 $3.00 A YEAR — 15c A COPY

FCC List Narrows to Craven, Gary, Wheat

By SOL TAISHOFF

Appointment Expected Any Moment as White House Scans Candidates; Prall's Illness Complicates Situation

WITH THE FIELD of candidates being actively considered apparently narrowed to three—all on the FCC executive staff—appointment by President Roosevelt of a successor to Dr. Irvin Stewart on the FCC is expected any day.

The names of T. A. M. Craven, FCC chief engineer, Hampson Gary, FCC general counsel, and Carl I. Wheat, telephone rate counsel of the Commission, it was learned in authoritative quarters, are before the Chief Executive. In the position of weighing technical and legal qualifications against political endorsements, it is understood, the President was experiencing some difficulty in making the actual nomination for the post, vacant since Telegraph Division Chairman Stewart retired June 30 to become secretary of the Committee on Scientific Aids to Learning in New York.

Prall Ill in Maine

Some delay also developed, it was revealed, with the enforced absence from Washington of Chairman Anning S. Prall of the FCC, who was suddenly stricken seriously ill at his summer home at Boothbay Harbor, Me., shortly after his arrival there July 2 for a brief vacation. On July 13, A. Mortimer Prall, son of the chairman, informed BROADCASTING by telephone that his father was much improved after having suffered a severe bronchial attack. Whether there were other complications was not disclosed. In his 67th year, Mr. Prall has been in comparatively good health for some time and the attack developed suddenly. How soon he will return to his desk could not be ascertained, but his son declared he was definitely on the road to recovery.

Further delay in filling the vacancy, it was indicated, might be occasioned by the sudden death of Senator Joe T. Robinson, majority leader, on July 14. It is not unlikely, it was pointed out in official circles, that all appointments by the Administration will be delayed until the Democratic majority selects its new leader, particularly in view of its absorption in the Supreme Court legislation.

While the names of Comdr. Craven and General Counsel Gary, the latter a former member of the Commission, had been advanced in connection with the FCC vacancy even before Dr. Stewart's retirement, disclosure of Mr. Wheat's candidacy developed only during the last fortnight. A visitor at the White House on July 10, he had been called back to Washington from the Pacific Coast where he had been vacationing. Although registered as a Republican, it is understood he has voted the Roosevelt ticket during the last two presidential elections and therefore can qualify for the Democratic vacancy created by Dr. Stewart's retirement.

Members of both the House and Senate, it has been clearly indicated, have beaten a path to the door of the White House during the last two weeks to assert themselves in favor of various nominees for the FCC vacancy. More than ordinary importance attaches to this because of the publicity spotlight in which the FCC has been displayed of late and the attacks charging it with lax administration and questionable procedure.

From all outward appearances, the strongest political support has been voiced on behalf of Mr. Gary, who served as a member of the FCC during the first six months of its existence in 1934, filling an interim appointment until Mr. Prall could assume the post. A native of Texas, his supporters have maintained that his appointment would aid the geographical balance of the FCC, since Dr. Stewart also was appointed as a Lone Star State resident.

Remarks attributed to the President that he was hopeful of placing a "strong technical figure" on the FCC have given rise to the view that Comdr. Craven, former Naval radio expert, might be the presidential selection. Although not an active candidate for the post, many friends are understood to have urged his selection on a "merit appointment" basis. There is no engineer among the FCC personnel and his prowess, not only in the technical end but in international communications negotiations, have been cited as qualifications which fit him for the post. Before accepting appointment as chief engineer in December, 1935, Comdr. Craven for the preceding five years served as a consulting radio engineer in Washington. His practice included all classes of independently-owned stations and he was instrumental in introducing directional antennas to procure maximum use of existing broadcasting facilities.

Mr. Wheat Enters Scene

Mr. Wheat's name was projected into the appointment picture spontaneously and is understood to have the endorsement of a powerful group of Western Senators. A native of California, he was general counsel of the California Railroad Commission prior to his appointment to the FCC less than a year ago. To him is attributed the major achievement of the FCC telephone investigation when in November, 1936, he secured a $12,000,000 reduction of AT&T interstate toll rates. Since January of this year he has been telephone rate counsel of the FCC in charge of a special department to continue the consolidation and furtherance of the investigation results. During the six months of this department's existence he also has achieved other major interstate toll rate reductions by the Bell companies and his meritorious work in this regard is believed to have resulted in presidential consideration of his appointment.

There has been some speculation about Mr. Wheat's appointment as general counsel in the event General Counsel Gary is elevated to the commissionership. Whether he would accept such an appointment is not known but this is viewed as a logical development by some officials. George B. Porter, assistant general counsel for broadcasting and former acting chief counsel of the old Radio Commission, likewise is mentioned for possible promotion to the general counsel's job if Mr. Gary is elevated to the commissionership for the seven-year term.

The keynote of conversation in connection with the appointment is that of strengthening the Commission in an effort to check the onslaught of criticism both within and outside Congress. With two proposals for sweeping investigations pending in Congress and with internal dissension rife on the Commission itself, the Administration is known to be desirous of strengthening that agency and instilling in it a new leadership. Not only the presidential secretariat but the President himself has been giving more than cursory consideration to the vacancy and many Administration leaders together with important figures in the industry, have been consulted about the FCC and its internal plight.

Because the new appointment, while nominally to fill a vacancy on the Telegraph Division, may have a bearing on the entire complexion of the FCC, the broadcasting industry is known to be desirous of a "strong" commissioner. With the International Telecommunications Conference, to consider revision of treaty policies in connection with worldwide wave allocations, scheduled for Cairo next February and with an impending broadcasting reallocation in this country slated following the Pan-American conference in Havana Nov. 1, the industry feels it has an important stake in FCC affairs and for that reason would prefer someone conversant with the technical and legal aspects of radio rather than some appointee outside the communications and radio ranks.

Possible FCC Shift

There has been some talk of a shift in the assignments of members of the FCC following the new appointment. Judge E. O. Sykes, acting chairman of the FCC during the enforced absence of Chairman Prall, now sits as chairman of the Broadcast Division. However, his wide experience in international negotiations as delegate to a number of world and continental conferences, might lead to his appointment, possibly on a temporary basis, as chairman of the Telegraph Division succeeding Commissioner Stewart, since this Division has been charged largely with the preparation of the agenda for the Cairo conference. Should that develop, then the new appointee might become chairman of the Broadcast Division.

The health of Chairman Prall also may have some bearing upon the personnel assignment situation. As chairman of the full FCC, he is burdened not only with the duties of that office but also sits as a third member of each of the three divisions — telephone, telegraph as well as broadcasting. He was reappointed last March by President Roosevelt as chairman and that appointment runs for one year. Until he returns to his desk the disposition of the personnel

(*Continued on Page 74*)

Recording Parley in New York Is Called by Musicians Union

Members Will Not Be Allowed to Record Unless Agreement Is Reached, Labor Group Threatens

By HAL TATE

Informing transcription and recording companies by mail that they will no longer be able to make records employing members of the American Federation of Musicians unless an agreement is reached by Aug. 15, Joseph N. Weber, AFM president, "invited" transcription and recording representatives to a meeting with the AFM executive board in New York July 26.

Mr. Weber implied the possibility of a merger between some of the recording firms and stated he hoped this was the case as it would be much easier to deal with "a single party than with many." As far as could be learned, no such mergers were in prospect, transcription men declaring that Weber's statement was merely wishful thinking.

Just what will happen at the July 26 meeting is a matter of conjecture. At least it is certain that the so-called Petrillo Plan will not go into effect. This plan called for the station broadcasting the transcription to pay a salary to as many local musicians at the scene of the broadcast as were originally used in the making of the transcription. Obviously, this would mean the death of transcription firms and it was pointed out that if the AFM desired this it would certainly not be inviting the transcription representatives to the New York session.

Compromise Seen

It is expected a compromise will be reached entirely satisfactory to James C. Petrillo, president of the Chicago Federation of Musicians and leader of the fight to ban recordings and transcriptions. Instead of the Petrillo Plan, an agreement by transcription firms to restrict their output is expected. In other words, each transcription firm might have a quota of recordings during a specified period with the larger firms getting proportionately a larger quota.

In any event it is hoped some definite agreement will be reached, for the AFM is just as anxious as the recording companies to come to an amicable understanding. Not only has the AFM lost thousands of dollars since the Petrillo Plan has been in effect, due to advertisers refusing to make transcriptions because of the red tape and tremendous expense involved, but the AFM fears the CIO may become too powerful in the radio field. In the past the club held over advertisers' heads by the AFM was the point that American Federation of Labor men were employed in the technical division of radio stations. Being in sympathy with the AFofL affiliate, AFM felt these station workers might refuse to broadcast anything they considered unfair to their fellow members. But with the rapid strides taken of late in the radio field by the CIO, such a threat is rapidly losing its sting. In a recent survey made by Walter Damm, WTMJ manager [BROADCASTING, July 1], it was shown that among local stations 33.34% of the organized technical employes belong to the American Radio Telegraphists Association (CIO) as compared to 50% belonging to the International Brotherhood of Electrical Workers (AFofL) and 16.6% belonging to company unions. With two-thirds of the employes not members of an AFofL organization, it would be difficult for the AFM to threaten advertisers.

In Chicago Mr. Petrillo told BROADCASTING: "We (the musicians) are going to try and make an agreement with the transcription companies in New York." This was quite in contrast with his attitude of a few months ago when he stated there would be no compromise agreement. In addition to Mr. Weber and Mr. Petrillo, other members of the AFM executive board, who will be in New York July 26 are C. L. Bagley, Los Angeles, vice-president; Fred W. Birnbach, Newark, secretary; Harry E. Brenton, Boston, financial secretary-treasurer; C. A. Weaver, Des Moines; A. C. Hayden, Washington; J. W. Parks, Dallas; and Walter M. Murdoch, Toronto.

Although in the circularized letter sent by Mr. Weber, transcription companies are not mentioned, it is no doubt intended for them as well as recording companies, inasmuch as the letter was sent to transcription firms. The complete letter follows:

> Kindly be advised that the members of the American Federation of Musicians will cease making phonograph records from Aug. 15, 1937 on for any corporation or manufacturer of records who has not meanwhile come to some agreement with the Federation in reference to the regulation of the use which is to be made of records made by its members.
>
> The Executive Board of the American Federation of Musicians will be in session beginning July 26, 1937 at the President's office of the Federation, 1450 Broadway, New York, and you are hereby invited, in the event that you desire the future services of members of the American Federation of Musicians in making records to meet with said Board for the purpose above explained.
>
> Our organization is advised that a merger between some recording companies is in the offing. Of course we hope this to be so, as it is easier to negotiate and transact business with a single party than with many.
>
> If you are disposed not to accept the invitation, then our organization will of course be free to hold that you no longer desire the services of its members in the making of records.

JOHN F. ROYAL, NBC vice-president in charge of programs, sailed July 14 for Europe on the *Normandie* for a five-week business trip on the continent.

HEAR YE! PEOPLE OF BOSTON!

"Few Hear My Voice But Millions Hear The Voice Of The Colonial Network"

TOWN CRIER—Of the Colonial Network busy with his news near the Old State House, Boston. The photographer says he had to make this picture a fast one, for two seconds after it was taken a crowd gathered.

IN 1658 when the first Towne Crier of Boston, William Courser, paraded the streets, his antics were one of the few excitements in the daily lives of the Puritans and today Bostonians are just as much excited about James Waldon, Towne Crier of the Colonial Network. For an hour Waldon visits 10 historical places in downtown Boston, cocked hat at an angle and resplendent in coat of colonial blue.

Ringing his bell to summon passers-by, he unrolls a quaint scroll and cries out the five evening program features of Colonial Network. "Hear Ye, Hear Ye! Citizens of Boston Towne!", he begins, and concludes every performance with "Note ye well! Few hear my voice, but millions hear the voice of the Colonial Network!"

From Old South Church to the City Hall, from King's Chapel to Winthrop Square, from Boston Common to the Old State House goes this new-fashioned Towne Crier attracting attention and building good-will in an old-fashioned way. According to reports from the Colonial Network, the Town Crier is a favorite of the tourists, too, as well as of John Shepard, 3d, Colonial and Yankee president. The idea was originated by Al Stephenson, Yankee-Colonial press chief.

Cowles and Hill Sign Contract for Purchase Of WNAX, Yankton, S. D.

A CONTRACT to purchase WNAX, Yankton, S. D., has been entered into by the South Dakota Broadcasting Corp., of which Gardner Cowles Jr., and Luther Hill of Iowa Broadcasting System are the stockholders, it was announced July 13 coincident with the filing of an application with the FCC seeking approval of the transfer. It is understood the purchase price is in the neighborhood of $175,000.

The contract was entered into by the new South Dakota corporation with Charles H. Gurney, head of WNAX Broadcasting Co., licensee of the station. The South Dakota corporation is a newly-formed company incorporated in South Dakota. Mr. Cowles is president of Iowa Broadcasting System executive editor of the *Des Moines Register & Tribune* and publisher of the picture magazine *Look*. Mr. Hill is vice-president of IBS.

WNAX operates on the 570 kc. channel with 5,000 watts local sunset and 1,000 watts night. It is a CBS outlet. The contract was for purchase subject to FCC approval, of all the capital stock of the WNAX Broadcasting Co., which is chiefly owned by the House of Gurney Inc., mail order seed and nursery dealers. Charles H. Gurney and his father, D. B. Gurney, who control the company are also large oil and seed distributors in South Dakota.

New York Network Takes Programs Of WLW-Line

NEW YORK Broadcasting System has made arrangements with the WLW-Line for programs originating at WLW, Cincinnati, to be fed to the stations of the New York state group as well, with the exception of WINS, New York key station of the regional chain. This is the third such affiliation to be made within the year by Burt Squire, general manager of the network, who has already secured programs for his group from WAAB, Boston, and WHN, New York. The latter station acts as a supplementary key station for NYBS during the evening hours when WINS is off the air, and WHN also feeds the programs of the WLW-Line, for which it is the New York outlet, to the state hookup. In addition to WINS, the NYBS includes WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn; WBNY, Buffalo.

Placing Sen Sen Spots

AMERICAN CHICLE Co., Long Island City, is using spot announcements in California, Northern Ohio, Missouri, Michigan and Pennsylvania in a campaign for Sen Sen. One-minute announcements, recorded by Alsop Radio Recording Inc., are being placed through Badger, Browning & Hersey Inc., New York. Announcements will be broadcast on Thursdays for three weeks, omitted for the fourth week, broadcast for three more weeks, etc. Stations to be used include: KMJ, KHJ, KFBK, KFSD, KFRC, WBCM, WXYZ, WKBZ, WASH, WDAF, KSD, KWTO, WADC, WHBC, WHK, WSPD, WKBN, WLEU, WHP, WFIL, WCAE, WGBI.

Segal-Smith Refuse Trade on Charges

FCC Counsel Offered To Drop Them; Hearing Set

FOLLOWING the refusal of Paul M. Segal and George S. Smith, Washington radio attorneys, to yield to a proposal that they admit a "technical violation" of the FCC regulations, Samuel H. Kaufman, special counsel of the FCC, on July 13 met with the four members of the Commission then in Washington and procured an order setting the Segal-Smith matter for hearing Sept. 13.

Kaufman, a New York attorney employed to investigate charges—instigated by Telegraph Commissioner George H. Payne — of alleged improprieties in FCC practice, had proposed to counsel for Messrs. Segal and Smith that he would recommend that the Commission discontinue the proceedings if they would admit the "violation." This they declined on the grounds that "such an admission would be contrary to fact and would be implied reflection on other members of the bar."

Simultaneously, it was learned that Kaufman, an aspirant for the U. S. district attorneyship of New York City to succeed LaMar Hardy, had engaged in radio practice prior to his retention by the FCC in the current proceedings. He was identified with the so-called "Brooklyn cases" involving competitive applications of four part-time stations, although he did not appear of record in the proceedings before the FCC.

When questioned by BROADCASTING, via long distance telephone, in this connection Kaufman at first denied any such participation, but later indicated he desired to check his office records. He added, however, under further questioning, that if any effort was being made to "try the prosecutor" then the attorneys involved would "get the short end of the deal." He did not elaborate on this statement.

Payne Leads Attack

The FCC order citing the Washington attorneys related to allegations concerning "dummy" applicants purportedly advanced to "deceive" the Commission. These charges were categorically denied by the attorneys in answers filed last month [BROADCASTING, July 1], in which they sought dismissal but desired a hearing if the dismissal was not forthcoming on the basis of the full disclosures in the answers.

The practices complained against by a committee headed by Mr. Payne, counsel for Messrs. Segal and Smith contends, were entirely ethical and have been followed by other members of the bar in the belief that they are proper.

Messrs. Segal and Smith are of counsel for BROADCASTING Magazine in the $100,000 libel suit instituted against it by Commissioner Payne last winter based on an editorial in the Oct. 15 edition criticising Payne's conduct at the FCC's October allocations hearings. The suit awaits trial in the United States District Court for the District of Columbia.

The recommendation of Kaufman, who conducted informal private hearings with Messrs. Segal and Smith and various other witnesses appearing voluntarily, was not made public by the Commission, which presumably will reach its own conclusions following the formal hearing. The FCC action occasioned some surprise since Mr. Kaufman had made his offer to recommend discontinuance if the attorneys would admit the "technical violation."

Telegram to Kaufman

Henry Monsky, Omaha attorney of counsel for Messrs. Segal and Smith, on July 3 sent the following telegram to Kaufman declining to enter into any "deal" involving an "unjustified admission":

Samuel H. Kaufman
15 W. 81st St.
New York City

"Cannot comply with your suggestion that admission of technical violation be made in re Palmer as basis of disposition of proceedings without further hearing or penalty. Such admission would be contrary to fact and would be implied reflection upon other members of the bar who have, believing it to be proper, on occasion indulged in similar practice and would be an unjust aggravation of the harmful effects already suffered by respondents. If, as already indicated upon the whole record, the proceedings should be disposed of and terminated without further hearing, embarrassment or penalty, then may I hope in all fairness that such disposition shall be made without requiring as a condition thereof an unjustified admission."

(signed)
HENRY MONSKY

Kaufman made no reply to the telegram.

The entire Commission proceeding was started and has been pressed from the outset by Mr. Payne, other commissioners having stated that they were duty-bound to carry forward an investigation demanded by a fellow commissioner into charges such as the Payne committee made. With Payne on the committee were Commissioners Walker and Brown.

Payne Urged Counsel

Appointment of Kaufman as special counsel was made upon the recommendation of Commissioner Payne after Carl F. Arnold, FCC assistant general counsel, had resigned June 2 to return to the post of dean of the University of Wyoming Law School. While Arnold, who originally worked with the Payne committee as counsel, did not formally state his reasons for resignation, he was represented in the press as having informed friends that he was out of sympathy and "disgusted" with the manner of the proceedings. The charges against Messrs. Segal and Smith were made public in press reports emanating from Mr. Payne, before the attorneys had been formally notified of their nature and without a prior hearing.

Each of the attorneys involved has stated in his sworn answer that he stands ready "to furnish the Commission any additional information pertaining to the charges that it may desire." The FCC at an en banc meeting on June 30 had ordered the special counsel to submit a report by July 14, which Payne requested be moved up to July 13. Present at the July 13 meeting were Commissioners Sykes, acting chairman, Payne, Brown and Walker.

Throughout the weeks of investigation since issuance by the FCC on May 19 of the order to show cause, Kaufman has been in frequent contact with Commissioner Payne. It is understood that several of the commissioners were uninformed of the progress of the proceedings, and asked for a report by July 14. Chairman Prall and Commissioner Case were out of the city when the hearing order was issued.

Kaufman in Brooklyn Case

Kaufman's association with the Brooklyn cases, it was learned, dates back to 1934. As a member of the Wall Street law firm of Kaufman & Weitzner, he acted as counsel in the formation of a corporation titled "Broadcasters of Brooklyn", which made application in February, 1934 to take over the licenses of three of the four part-time Brooklyn stations involved in the protracted litigation.

In recent hearings before the FCC en banc, which were decided for the second time last month, the participation of the Kaufman firm was developed under cross-examination. Samuel Gellard, of WLTH, testified that his station had been enticed into the Broadcasters of Brooklyn organization, through political representations.

Mr. Gellard has stated in connection with the Brooklyn cases that he had entered the Broadcasters of Brooklyn combination with which Kaufman was identified in the hope of combatting competitive applications for his facilities. Kaufman sought to confirm an arrangement under which the three stations in the Broadcasters of Brooklyn group would pay his office the sum of $2,500 "after the application for the radio license, now pending before the Federal Communications Commission, is determined." Another $750 described as "presently due" also was required, plus any disbursement outstanding or which might be incurred. In addition it was the understanding that the firm of Kaufman & Weitzner would be retained as general counsel of the group for 1935 for an additional fee of $2,500 plus other costs which might be incurred.

Warner Bros. Revealed as Real Backer Of Applicant for Cleveland Station

HITHERTO undisclosed activities of Transamerican Broadcasting & Television Corp. and its parent company, Warner Bros., including participation in applications for new stations in Cleveland and Schenectady, were developed July 9-12 at hearings before an examiner of the FCC in Washington.

The hearing was on the application of the Great Lakes Broadcasting Corp. for a new regional station to operate on 1270 kc. with 1,000 watts night and 5,000 watts day, with the testimony taken by Examiner Tyler Berry. In the testimony it was brought out that Great Lakes is 60% owned by Transamerican and that Transamerican in turn is 65% owned by Warner Bros., the motion picture company, with the latter pledging $100,000 to Transamerican for the building of the projected station.

Transamerican, organized more than a year ago to engage in station representation along with other broadcast operations, also is financially interested in the application of Citizens Broadcasting Co. for a regional station in Schenectady, it was brought out.

Opposing counsel inquired deeply into the structure of Great Lakes and its inter-relation with Transamerican and in turn with Warner Bros. WJAY, Cleveland, affiliate of WHK under *Cleveland Plain Dealer* ownership, opposed the new station application on economic grounds. In addition, WHIO, Dayton, WJAS, Pittsburgh and WCAD, Canton, N. Y., appeared as respondents because of possible interference in connection with the projected frequency assignment.

Stock Ownership

In the course of the examination, it was brought out that the charter for Great Lakes was filed in October, 1936, with stock to be issued in the total of 100 shares of common. The original application, filed in December, 1936, showed the stockholders as John L. Clark, with two shares, and Emanuel J. Rosenberg, with one share, only three shares being issued. They identified themselves in the application as in the "radio advertising" business. Mr. Clark is president of Transamerican, and Mr. Rosenberg vice-president and general manager. Virgil Reiter Jr., was listed as president of Great Lakes Broadcasting Co. He is a Transamerican vice-president. However, there was placed in the record of the Commission an agreement between Transamerican and Great Lakes, whereby Transamerican was authorized

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UP Appeals Decision

UNITED PRESS has appealed the decision of Justice Lewis J. Valenti of the Supreme Court of New York denying its motion to have the $50,000 libel suit instituted against it by Transradio Press Service dismissed for lack of sufficient grounds. Transradio which claims it was libeled in a letter sent out by UP last February to a number of midwestern stations, stating that several stations had canceled Transradio service because it was unsatisfactory, has permitted UP to hold up its answer to the charges until its appeal is acted upon by the Appellate Court. Since this body has recessed for the summer, no further action in the case will be taken until probably October or November.

Lanny Ross to Packard

PACKARD MOTOR CAR Co., Detroit, has signed Lanny Ross as singing star of a new hour musical series to replace the summer program featuring Johnny Green's orchestra. The new series starts Sept. 7 on an NBC-Red network, Tuesdays, 9:30-10:30 p. m. (EDST). Agency is Young & Rubicam Inc., New York.

XUM

Customary Slack In Time Sales of Season Overcome

NAB Finds Gain of 32.5% in May Over Figure of 1936

BROADCAST advertising overcame the customary decline from April to May this year and total volume rose a little less than 1% for the month, according to the monthly compilation by the National Association of Broadcasters. An increase of 32.5% in gross time sales as compared with May of last year was recorded by the medium, the NAB announced July 13.

The increase from April to May was ascribed mainly to a 6.7% jump in local volume. National network gross declined 2.3%, regional network sales were up 21.9% and national nonnetwork business fell off .6%, the NAB reported.

As compared with May of last year national nonnetwork advertising showed the largest gain, 45.5%. National network volume was up 32.1%, regional network volume rose 10.4% and local business increased 21.1%.

Radio Leads All Media

Broadcasting continued to lead the advertising field in its May figures, the NAB reported, national magazine volume increasing, national farm paper declining and newspaper lineage remaining the same. The broadcast medium's increase of 32.5% over May of last year compared with a national magazine increase of 19.6%, national farm paper rise of 4.2%, and newspaper decline of 1.1%.

Live talent revealed the only increase in the NAB's analysis of rendition, particularly in the national nonnetwork field but transcriptions rose especially in the local field. Compared to May of last year, total live talent volume increased 41.7%, transcriptions 25.1%, records 9.4% and announcements 29.1%. Largest gains over the previous May were registered by announcements in the national field and local live talent.

By geographical areas, the New England-Middle Atlantic region recorded the most pronounced gain, both as compared with April and with the previous May.

Main increases by sponsor groups as against May of last year occurred in national network household equipment and soap and kitchen supply advertising, regional network drug and tobacco, national nonnetwork food products and tobacco, and local food products and radio set advertising. Retail volume over individual stations totaled $1,333,180, a gain of 6.4% over April and 21.8% over the previous May.

Total broadcast advertising (gross) for 1937 follows:

	May	Cumulative Jan.-May
Nat. net.	$5,875,531	$30,009.052
Reg. net.	137,734	541,167
Nat. nonnet.	2,962,200	13,812,100
Local	2,349,700	10,452,200
Total	$11,325,165	$54,814,519

Rogers Peet on Air

ROGERS PEET Co., New York (men's clothes stores), Boston, will make its radio bow Aug. 30, with Gabriel Heatter in five-weekly news broadcasts on WOR, Newark. Marschalk & Pratt Inc., New York is agency.

Soaring of Network Business for June Proves Summer Slump Theory Is False

CONTINUING to pile up proof that radio's summer slump is a thing of the past, the coast-to-coast networks reported a combined revenue for June of $5,579,099. an increase of 41.9% over June of 1936, when the network income was $3,930,734. Two causes are probably responsible for most of the increase: The intensive promotion the networks have given to surveys showing that the summer audience is almost as large as during the colder months and the desire of advertisers to hold onto choice network periods that would be snapped up by their competitors if they were to sign off during the summer.

With six months of 1937 passed into history there is now no room for doubt that this will be the biggest year in broadcasting to date. Despite floods and strikes which tied up production in many large manufacturing plants and caused the cancellation of much advertising, advertisers have spent a total of $35,766,876 with NBC, CBS and Mutual, 27.1% more than during the first half of 1936, for which period the total network revenue was $28,141,225.

Considered individually, two networks showed gains and two showed losses for the month as compared with June of last year, but all showed increases for the six-month period. NBC's Red network reported a 48.4% gain for June, outweighing the 4.9% loss reported by the Blue network by enough to show an increase for the combined Red and Blue of 29.3%. Together the NBC chains did a June business of $3,003,387 in 1937, as compared to $2,323,456 in June, 1936. For the six months, the Red did 36.3% better than in 1936, and the Blue 2.9% better, showing a combined increase for the half-year of 24.2%.

CBS Shows Big Gain

CBS showed the largest increase for the month, its income of $2,476,576 being 64.8% greater than in June 1936. For the first half of 1937 CBS did a total business of $14,803,265, an increase of 32.3% over the $11,185,775 taken in during the same period in 1936. MBS, for the first time this year, showed a loss as compared to a year ago, its June revenue being 5.1% under that for June 1936. For the year, however, MBS received $1,016,020, a gain of 13.6% over the $894,358 reported for the first six months of 1936.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,303,519	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950.939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510

ATLANTIC REFINING USING 65 STATIONS

ATLANTIC REFINING Co., Philadelphia, will broadcast college football games this autumn on 65 stations in 14 eastern states within its market area, according to Joseph R. Rollins, Atlantic advertising manager. Announcement of games was not made because schedules are not complete but each station will carry from eight to 11 contests. The list of stations by states follows:

Connecticut—WDRC, WTIC, Hartford.
Delaware—WDEL, Wilmington.
Florida—WRUF, Gainesville; WJAX, Jacksonville; WIOD, Miami.
Georgia—WSB, WTFI, Atlanta; WRDW, Augusta; WTOC, Savannah.
Maryland — WBAL, Baltimore; WTBO, Cumberland.
Massachusetts — WEEI, WBZ, Boston; WORC, WTAG, Worcester; WBZA, WMAS, Springfield.
New Jersey—WPG, Atlantic City; WOR, Newark.
New York—WODO, Albany; WNBF, Binghamton; WBEN, WGR, Buffalo; WESG, Elmira; WHAM, WHEC, Rochester; WFBL, WSYR, Syracuse; WIBX, Utica.
North Carolina—WBT, Charlotte; WDNC, Durham.
Ohio—WADC, Akron; WHBC, Canton; WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown.
Pennsylvania—WCBA, Allentown; WFBG, Altoona; WEST Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU, KYW, Philadelphia; WCAE, KDKA, WWSW, Pittsburgh; WRAW, Reading; WBGI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York.
Rhode Island—WPRO, WJAR, Providence.
South Carolina—WFBC, Greenville.
Virginia—WCHV, Charlottesville; WBTM, Danville; WSVA, Harrisonburg; WLVA, Lynchburg; WGH, Newport News; WRNL, WRVA, Richmond; WDBJ, Roanoke.

CBS Buys Theatre

AVON Theatre, 251 W. 45th St., New York, which CBS has been operating as Radio Playhouse No. 2 for audience broadcasts for more than two years, has been purchased by the network. This is the first purchase of improved property to be made by CBS, which leases two other theatres, the Hammerstein and the Golden, for audience shows. These, however, will probably be dropped when the network in 1939 completes the new studios and office building it is planning to build on Park Ave.

Coca Cola Discs

FOLLOWING a test campaign conducted by the Coca Cola Co., Atlanta, in cities in which the Coca Cola bottling plants were owned by the parent company, a series of quarter-hour programs titled *Refreshment Time With Singin' Sam* has been recorded by WBS for the company, which is offering them to its non-owned bottlers for broadcasting locally. Felix W. Coste of D'Arcy Adv. Co., St. Louis, Coca Cola agency, supervised the test campaign, in which *Singin' Sam* was pitted against a half-hour variety show. More than 50 bottlers are said to have begun broadcasting the current series on a five-time-weekly basis, and other cities are expected to be added as the campaign progresses.

Agency to Expand Autumn Business

Schwimmer & Scott Placements To Surpass Past Seasons

SCHWIMMER & SCOTT Adv. Agency, Chicago, currently placing its fall radio business, will use more radio time during the coming season than ever before. Included in the fall plans are a half-hour network show for an undisclosed advertiser and for a quarter-hour transcribed program scheduled to go on 35 stations for another client.

Plans for national advertisers follow: Sof-Wash Products Co., Chicago (hard-water softener), will continue its present spot campaign on KRNT, Des Moines, and may expand schedule to take in 15 more cities; Silex Co., Hartford, Conn. (glass percolators), may expand spot announcement schedule to include 25 stations from coast-to-coast; Melville Shoe Co., New York (Thom McAn shoes), may resume spot announcements on nationwide scale; Lea & Perrins Inc., New York (Lea & Perrins sauce), may resume spot announcements coast-to-coast.

Local Accounts

In addition to the national business, local radio advertising in Chicago will exceed that of last year. Schwimmer & Scott, said to place more local advertising in Chicago than any other agency, disclosed the following fall plans: Morris B. Sachs (retail clothier) will continue *Amateur Hour* program every Sunday over WENR and 1½-hour daily musical program on WAAF; other programs featuring "name" talent to be placed on 50,000-watt stations also planned; Levinson Radio & Appliance Stores (retail radios), will continue nightly two-hour *Musical Clock* on WCFL, will continue other daily programs on WIND, WAAF and WHFC and may use additional programs on other stations; Pontiac Dealers of Cook County will continue half-hour Sunday program on WMAQ; Chrysler Illinois Co. will continue half-hour Sunday program on WBBM; Salerno-Megowan Biscuit Co. expects to put on quarter-hour script show on a 50,000-watt station six times weekly; Fox De Luxe Beer will continue six quarter-hour programs weekly on WGN and may use six quarter-hour programs weekly on smaller station; Studebaker Sales Co. of Chicago will continue six quarter-hour periods weekly on WCFL featuring a musical show; Stineway Drug Stores expect to buy "bulk" time daily on a Chicago Station; *Chicago Herald & Examiner* (classified ads) will continue the *Courthouse Reporter* on WJJD, may make other radio commitments. Christian Business Men's Association will continue one-hour program daily on WJJD. In addition, the Chrysler Kansas City Co. will resume a half-hour weekly musical show over WHB this fall and the Gruen Watch Co., New York, will continue seven daily time signals on WCFL.

AMERICAN TOBACCO Co., New York, will sponsor a series of weekly quarter-hour talks by Dorothy Thompson, for Pall Mall cigarettes, tentatively set for NBC-Red, Fridays, 10:45-11 p.m. to begin Aug. 6. Compton Adv. Inc., New York is agency.

Ideals of Scripps' Plan Are Well Received

But Station, Agency and Sponsor Executives Point to Practical Objections to Be Found in Its Execution

EVOLUTION of a trend toward "balanced programming" paraded into the open by WWJ, Detroit, this month in announcing a radical change of program policy, is having significant repercussions throughout the industry.

Following disclosure of the plan in the July 1 BROADCASTING, which proposes specially built programs in immovable periods, with or without commercial sponsorship, reactions have been obtained from executives representing advertiser, agency and station. Generally they are in accord with the objective of the policies outlined by W. J. Scripps, general manager of WWJ, although a number of individuals took occasion to point out shortcomings and questioned the logic of the project at this time.

Feeling that the WWJ pronouncement posed a serious question of future program operations, BROADCASTING sounded out sentiment among the groups most vitally affected. In addition to agency and advertiser viewpoints, the reactions of various types of stations also were procured.

Mr. Scripps, who was elected a vice-president of the NAB at the Convention in Chicago last month, is one of the pioneer figures in radio despite his youth. It was his amateur radio station that became WWJ in 1920, and it claims the distinction, along with KDKA, Pittsburgh, of being the first actual broadcasting station to operate regularly in the United States.

Mr. Scripps feels that the WWJ programming policy is another pioneering effort that will lead the broadcasting industry out of the wilderness of over-commercialism and sameness of programs. Basically his plan is to diversify the program offerings of WWJ for each hour of the day and each day of the week. Specially-built local programs would be available for sponsorship only if the sponsor accepted the program as offered. This will be done irrespective of network program schedules and sponsorship.

Jack Latham Comments

The first agency reaction received after publication of the WWJ policy was from Jack Latham, spot radio buyer of Young & Rubicam Inc., New York.

"Unsolicited or not," he wrote, "I cannot help but comment on WWJ's new program policy. To my mind it represents a tremendous amount of courage for any one station to take such a stand.

"The management of WWJ is certainly to be commended and I, for one, not only support such an attitude, but also fervently hope that the result will be so outstandingly successful that the other larger stations throughout the nation will follow the example. Too many stations have made it a practice to pack their schedules regardless of program value. The mind and the eye seem to have been focussed altogether too much on the almighty 'net.'

"In reading Bill Scripps' article I find one paragraph with which I must quibble. He says 'that the sponsor, with his eye always on sales, doesn't take a hand in programming'. Every major advertiser, either on its own initiative or through a reputable agency, attempts to study this problem and to tune the program to their particular sales job or requirements."

Sound, Says Mr. Bellows

Mr. Bellows

Henry A. Bellows, executive of General Mills Inc., former CBS vice-president and an original member of the Federal Radio Commission, declared he viewed Mr. Scripps' plan as "absolutely sound."

"I would be inclined to carry it even one step further," Mr. Bellows said. "Not only, in my judgment, must each station so arrange its schedule as to give its listeners an adequate variety of programs, but I think sooner or later it is going to be necessary, in the public interest, for all the stations serving a community to get together sufficiently so that at any given period the listeners will have a reasonable opportunity for selection.

"The *Gold Medal Hour* over CBS is our specific contribution toward solving the problem. We have felt that good service to the public requires intelligent programming, with adequate variety, and we have found that we cannot count on this unless we take enough time to build our programs ourselves on this basis.

"I am not so sure that Mr. Scripps has found the only, or even the best, method of solving the problem. Whether advertisers will buy ready-made programs for certain periods seems open to question. I believe, however, that any station is wholly right in taking the position that during certain periods advertisers will be permitted to put on programs of specified types, in order that the complete schedule of the station may render an adequately varied service to the public as a whole."

"Right Direction"—Pryor

Mr. Pryor

Arthur Pryor Jr., vice-president of Batten, Bartin, Durstine & Osborn Inc. New York, the man who delivered a few lethal blows at commercial and program practices of stations at the NAB Convention last month, likewise went along with the Scripps plan. Calling it a "move in the right direction," he declared, however, that it was his opinion that whether the final outcome will be of benefit "depends entirely upon the execution of the plan."

Pumpian Sees Handicaps

A number of important handicaps in the plan suggested by WWJ was seen by N. H. Pumpian, director of media of Henri, Hurst & McDonald Inc., Chicago, who, however, agreed that basically there is a need for better handling of the public's radio program diet.

"First, from a commercial standpoint, we must bear in mind that the advertiser will continue to sponsor the type of program that he considers having a major audience and representing the most popular type of show. In view of the manner in which American broadcasting is organized, it seems reasonable that the advertiser will want to give the American public the kind of show that meets its fancy. For example, if the Jack Benny comedy type of program is in highest favor, as it is, isn't it good business for the advertiser to use this type of program rather than sponsor a symphony or dramatic presentation? I believe that advertisers are sufficiently astute and keep their finger on the pulse of listening trends sufficiently to know when the public wants a change in programs.

"I believe that there is a great opportunity for program development on the part of stations and networks in their sustaining activities.

Point No. 2—On the basis of Mr. Scripps' programming plan, what will happen if the preceding and following network sponsors change their type of show? Does this mean that an advertiser, after he has built a following on a specific type of program, must arbitrarily change his radio offering because the surrounding network features have been changed? While there might be some theoretical advantage to this, it doesn't seem good business nor practical from a commercial standpoint.

"Third—It would seem to me that instead of trying to pioneer in an individualistic way, Mr. Scripps might accomplish his purpose more effectively by an agreement with all radio stations in Detroit so that a radio listener would have a dialing choice during most hours of the day to suit his particular interest. I think it is more important that radio stations stagger their schedules with each other in order to afford greater program variety for the listener to draw from.

"It should be remembered that advertisers will continue their purchase of the radio medium only so long as it proves profitable. When returns from radio level off in comparison to response from other media, then we can expect commercial interest in radio to wane. This development may go to a point where government subsidy to maintain radio broadcasting will be necessary, with a situation similar to that in Great Britain resulting. Personally, I prefer the American system of commercial broadcasting, even at the expense of some of its disadvantages."

"Up to Networks"—Shepard

J. Shepard

The networks, rather than the individual stations, must start the trend toward balanced programs if it is to get anywhere on a large scale, in the judgment of John Shepard 3d, president of the Yankee and Colonial Networks. Regarded as one of the most astute broadcasters in the country, Mr. Shepard has been a persistent advocate of improved programming by stations.

Commenting on Mr. Scripps' plan, Mr. Shepard said that his organization and he believed most all other stations have tried to keep a fair balance between programs "but there are so many things that arise it really makes it an impossibility, particularly in

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FIFTEEN PERCENTERS—This quartet made its first and last appearance at the Stanley Hotel, Estes Park, Colorado, last month, on the occasion of the KLZ-KVOR Good Will Tour, attended by some 50 advertiser and agency executives. Left to right are O. C. Brown, advertising manager of the *Daily Oklahoman & Times*, Oklahoma City; C. J. Baker, Maxon Inc., Detroit; John F. Mayer, Street & Finney Inc., New York, and Leonard T. Bush, Compton Advertising Inc., New York. Following the rendition, the quartet received a spontaneous shower of coppers. They swear the song was not *Pennies From Heaven*.

Transfer of Stock By WGAR Refused

FCC Declines to Permit Sale To WGAR-WJR Principals

WITHOUT stating its reason, the FCC Broadcast Division on July 2 denied authority to transfer the stock of WGAR, Cleveland, from the corporation operating it to another comprising the same principals, thereby setting a precedent in such transfer cases.

Refusal to grant the request, which had been recommended by one of the FCC examiners, gave rise to speculation as to whether the Commission took into account the transaction whereby WJR, Detroit, owned by the same interests, in 1935 sold some 20% of its stock to the public through W. E. Hutton & Co., investment bankers. The application for assignment was from WGAR Broadcasting Co., of Cleveland, to WJR, The Goodwill Station, operating the Detroit outlet. Actually, the transfer was viewed simply as a "paper transaction," since the principal ownership would remain the same.

Control of WGAR is vested in G. A. Richards, president, through ownership of 625 shares of the 1,000 shares outstanding; Leo J. Fitzpatrick, vice-president and general manager of WJR, with 225 shares; P. M. Thomas, comptroller of WJR, 50 shares and John F. Patt, vice-president and general manager of WGAR, 100 shares. These individuals, and certain others, also owned all of the stock of WJR prior to the public sale of a portion of the stock.

Approved by Examiner

In September, 1935, when the WJR transaction was evolved, WJR submitted to each of the WGAR stockholders an offer to exchange 20 shares of WJR for one share of WGAR, subject to the provisions that the shares were not to be delivered and exchanged and would not be transferred until the FCC's consent had been received. The offer was accepted by the WGAR stockholders and the application for transfer filed. When the FCC failed to find upon examination that public interest would be served, the application was designated for hearing, which was held Oct. 2 before Examiner Ralph L. Walker. Last January Mr. Walker recommended favorable action.

Under FCC procedure reasons for the denial of the application were not made public but probably will be before the effective date of the order on Aug. 31. Whether its grounds are founded upon the WJR transaction or upon any conclusion that the values cited for the transfer were not in justifiable proportion to tangible value of the property, as has been expressed by examiners in other transfer cases, will not be ascertained until the statement of facts and grounds for decision are made public.

Counsel for WGAR in the proceeding was Seymour O'Brien, understood to be attorney for the Hutton Company. In the hearing it was brought out that the WJR contract with Hutton provided for the sale of certain shares of WJR stock. In addition the contract provided that subject to the FCC consent, WJR would acquire all of the stock of WGAR from the owners in exchange for 20,000 shares of capital stock of WJR. Then the owners of the WGAR stock agreed to offer 9,200 shares of the capital stock of WJR.

Examiner Walker, in his recommendation, concluded that it appeared that the application could be granted within the purview of the Communications Act; that the group of stockholders who now control WGAR also control the proposed transferee, WJR, and that public interest would be served by consenting to the proposed transfer of control "in that the services of the engineering, program and other departments of WJR, the larger station, will be more readily available to WGAR."

Under FCC procedure it is possible for WGAR to petition the FCC en banc for a rehearing and reconsideration. It also has the option of appealing the case to the U. S. Court of Appeals for the District of Columbia.

NEW HOME OF KGNC—July marked the opening of this $40,000 one-story structure in downtown Amarillo, now occupied by the *Amarillo Globe-News* station headed by Ted Taylor, who is also secretary-manager of the Tri-State Fair, with Wesley Izzard as production manager and secretary-treasurer. Completely Western Electric equipped throughout, the new KGNC plant includes a large studio for audiences and features the latest acoustical treatment.

Plans for Removal of Network Shows Shifted When San Francisco Protests

WIDESPREAD resentment on the part of San Francisco air fans, the mayor, board of supervisors, the Down Town Association and the Chamber of Commerce over the Don Lee network's proposed removal of two major shows from San Francisco to Hollywood, brought about a change of heart in the broadcasting company. And the result was—the shows stay at KFRC, San Francisco.

Pressure brought to bear by the Chamber of Commerce was in part, instrumental in making the Don Lee network change its mind about its previously announced plans to shift production of two local daily programs, *Morning Merrymakers* and *Feminine Fancies* to Hollywood the end of June. The proposed move was to be an economy step and would call for the elimination of the orchestra maintained by the KFRC studios.

When the plight was made public Charles Page, executive vice-president of the San Francisco Chamber of Commerce sent a letter to Wilbur Eickelberg, KFRC manager, requesting that production be increased instead of decreased in San Francisco. Eickelberg was at the NAB convention in Chicago, however, and Page sent him a wire later. The executives of the San Francisco Musicians Union, No. 6, likewise started wires to the Don Lee officials in Chicago, protesting the dismissal of the studio orchestra. After a conference in the East, the chiefs of the California network sent the following telegraphic reply to Mr. Page of the Chamber of Commerce:

"The Don Lee Organization, moved by your letter, has cancelled all plans to move any of its programs from San Francisco or decrease its personnel in any way. Stop. Appreciate spirit expressed in your letter and glad to cooperate. Kind regards, Wilbur Eickelberg."

Meanwhile, however, NBC went ahead with its previously announced plans to move *One Man's Family*, its prize dramatic show, to Hollywood on Aug. 8. This will take a weekly payroll of more than $2,000 away from San Francisco.

The removal will take from the Bay City Carlton E. Morse, the author and 11 cast members, which include: J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin, Kathleen Wilson, Barton Yarborough, Page Gilman, Winifred Wolfe, Walter Patterson, Helen Musselman and Barbara Jo Allen.

Carlton Morse declares it is not a permanent removal, but just a "vacation" for the cast "What is contemplated is not a permanent change, but just a change in scenery. I see no reason why we should not return in the autumn," he concluded.

When in San Francisco recently Ford Billings, general manager of the California Radio System stated that he considered San Francisco an important program producing center for radio. He added that the California Radio System would maintain the same amount of production at San Francisco as it has in the past. The network maintains a 20-piece orchestra and a large staff of artists at San Francisco.

CHICAGO'S famous Grant Park concerts, featuring famous orchestras and artists, are being carried over the NBC-Blue, CBS and MBS networks under the cooperative sponsorship of the Chicago Park District with James C. Petrillo, president of the Chicago Federation of Musicians, as supervisor.

Wheeler Gambling Bill May Affect Broadcasts Covering Horse Races

A BILL which may have a bearing upon broadcasts of race track information, and possibly of results, was introduced in the Senate July 8 by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, to which it was referred. Setting up criminal penalties for the transmission of gambling information by radio, wire or cable, the bill was introduced at the request of the International Association of Police Chiefs, having been endorsed by that body at its national convention in Kansas City last year.

Jurisdiction would be given the Department of Justice to enforce provisions of the act. The fines and length of prison terms for violations were left blank, to be inserted after committee consideration. The measure would place a broad interpretation on transmission of gambling information. Not only those sending and receiving the information, but also the wire or radio concerns transmitting it, would be liable.

The term "gambling information" was defined as including "any information previous to the occurrence of an event, the occurence or result of which is uncertain, relating to the mathematical changes of or odds on the occurence of or a particular result of any such event or the amount of money wagered on the occurrence of or a particular result of any such event."

There were immediate repercussions from newspapers, on the ground that the bill would preclude publication of advance selections of horse races and also might possibly prevent publication of crop estimates, stock market prognostications and similar data. For the same reasons, telegraphic companies also were expected to protest. The language of the bill, it was said, appeared to permit announcement over stations of race results. However, it would preclude advance information and "tipster service," it is felt.

WPG SALE RUMORS OFFICIALLY DENIED

SPIKING recurring reports that WPG, Atlantic City municipal station, will be sold, C. D. White, mayor of the municipality, asserted July 9 that the city did not contemplate any change whatever in the ownership or operation of the station. WPG operates five-sevenths time on the 1100 kc. channel, sharing with WBIL (formerly WLWL) of New York.

Arde Bulova, New York watch manufacturer and broadcaster, recently acquired WLWL. A plan has been under way to procure full time operation for the new WBIL through a switch in frequency for WPG to 1130 kc., deletion of WOV, New York station operating on 1130 kc., also owned by Bulova, and procurement of consent from KSL, Salt Lake City, whereby WPG would be permitted to operate full time with 1,000 watts on its 1130 kc. clear channel.

Mayor White declared that WPG not only was not for sale but the city did not contemplate any change in channel assignment.

Senate May Hold Post-Session Probe in Fall

White Resolution Covers Fact-Finding Study of Entire Communications Field; Rates and Press Covered

AN INTENSIVE Senate subcommittee "study" of the entire communications realm but with particular emphasis on broadcasting and its regulation is possible during the fall recess of Congress as the outgrowth of the White resolution (S Res-149), introduced July 6 in the Senate.

Sweeping and all inclusive in scope, the resolution proposes a fact-finding analysis of communications, seeking new declarations of policy which would stabilize the industries involved and methods of governmental regulation. Practically every phase of broadcast operation debated in or out of Congress during the last half-dozen years is covered in the 27-point document placed in the hopper by Senator White (R-Maine). Although a minority member, Senator White is regarded as the foremost expert in Congress on matters relating to radio and communications.

Early Action Unlikely

Referred to the Senate Interstate Commerce Committee, the resolution probably will be considered as soon as that committee finds it possible to hold another meeting. There is little likelihood of action authorizing an investigation during the current session, because of the pressure of other legislation.

Administration Senators queried on the White proposal were inclined to be dubious about the resolution viewing it as a possible anti-New Deal "fact-finding" study that might easily be converted into an attack upon administration policies dealing with radio.

The crux of the resolution is expressed in a clause which would authorize the Committee to "make a thorough and complete investigation of the broadcasting industry in the United States and of broadcasting, and of the acts, rules, regulations, and policies of the FCC with respect to broadcasting and to report to the Senate the results thereof."

The resolution was couched in prosaic language and did not condemn existing practices but rather inquired as to their existence. In addition to raising the issues of alleged monopoly both in broadcasting and in communications, the resolution mentioned such matters as purported playing of politics on the FCC; sale of stock by broadcasting companies; purported payment to licensees for not interposing objections to pending broadcast applications; extent of newspaper ownership and its effect upon competing newspapers; effect of chain operations upon the financial setup of chain affiliated and independent stations and the desirability of special regulations governing chain operations; time used for broadcasting of commercial programs and whether there should be control or regulation of radio advertising; the extent to which stations are used to build up other businesses or enterprises in which the licensees are engaged; investments in stations; sale prices of stations sold or transferred together with statements of the fair value of the physical assets; minority transfers, and the geographical distribution of facilities to ascertain whether there is an equitable distribution of service throughout the industry.

Senator White favors a recess inquiry by a subcommittee, possibly of five members, which could hold its fact-finding hearings after Congress adjourns. Adjournment is expected in September with the new session to convene in January.

Senator Wheeler (D.-Mont.), chairman of the Interstate Commerce Committee, declared July 8 he was in sympathy with the White resolution. The Maine Senator had discussed the proposal with him earlier this session but Senator Wheeler had not seen the resolution prior to its introduction. The committee chairman has been an outspoken critic of existing conditions in broadcasting and has favored particularly separation of newspaper and station ownership. Senator Wheeler likewise has been an opponent of purported network monopoly in broadcasting, and of superpower.

Appraisal of Policies

Following introduction of his proposal, Senator White emphasized that he did not propose a "fishing expedition" into broadcasting or its regulation but desired a study of conditions as they exist to correct any evils.

"We would like to determine whether our legislation rests on solid ground and whether we ought to declare a different policy than that prescribed in the Act of 1927," he declared. "If that policy is construed as sound, we should then devise methods of making it more effective."

Sen. White asserted he was interested only in the inquiry from the "study standpoint" and in the enunciation of policies which would make enforcement more effective. He pointed out that actually there has been no appraisal of radio policies since the Radio Act of 1927, which now is embodied as part of the Communications Act adopted in 1934.

Senator White asserted his resolution has no connection whatever with the Connery Resolution (H-Res-92), proposing an inquiry into alleged monopoly of broadcasting which has been pending before the House Rules Committee practically since this session convened last January. The Connery measure drew the opposition of the administration forces because it had all the earmarks of a muck-racking inquiry by a special committee rather than one of the regular committees of Congress.

Earnings of stations, with a possible view toward some sort of rate regulation, are part of the White Resolution. On this score Mr. White declared he felt rate regulation "very definitely ought to be considered." While broadcasting stations cannot be defined as common carriers open to all comers, he asserted they might be defined as utilities of a character which should be subjected to rate control. In this connection, as in all others, he said he had an open mind and simply wanted to sound out industry sentiment and place all groups on notice as to the intended scope of the inquiry.

Press-Radio Ownership

Similarly, his resolution raised the issue of newspaper ownership, which is described as a "very interesting question." Referring to the Wheeler proposal for complete divorcement of newspapers from ownership of stations, the Senator asserted he would like to inquire into the situation obtaining between newspapers which own radio stations and those which do not, insofar as competition is concerned.

"The question also arises whether the two means of reaching the American eye and ear should not be competitive. Of definite consequence to the newspapers themselves is the question whether this adventure into the radio business will not cost them a substantial degree of independence because of the fact that stations operate under a government franchise whereas newspapers do not."

The White Resolution grows out of a strongly worded address delivered by the Maine Senator in the Senate on March 17, in which he urged an inquiry into the commercial rates and profits of stations with a view either to possible rate regulation or levies to meet the cost

(*Continued on page 66*)

Text of White Resolution Proposing Radio Probe . . .

Whereas the Communications Act of 1934 declared it to be the purpose of Congress—

(a) To maintain the control of the United States over all the channels of interstate and foreign radio transmission; to provide for the use of such channels but not the ownership thereof by persons for limited periods of time under licenses granted by Federal authority, and that no such licenses should be construed to create any right beyond the terms, conditions, and periods thereof;

(b) That no station license should be granted until the applicant therefor had signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of such frequency;

(c) That there should be no transfer or assignment of a station license or the frequency authorized to be used without the consent in writing of the licensing authority, to the end that technical considerations, citizenship, character, the financial and other qualifications of a transferee or assignee should be taken into account in determining whether a transferee or assignee possessed the statutory qualifications of a license holder and that his use of a frequency would be in the public interest;

(d) That the people of the different States and the communities thereof should have efficient and equitable radio service;

(e) That broadcasting licenses should not be for a longer term than three years, but with the right of the Commission to grant a renewal from time to time upon the same considerations which justified the original license;

(f) That the Commission should include in the license granted to a licensee engaged in foreign communication such of the terms, conditions, or restrictions which the President might impose with respect to cable licenses under the Act entitled "An Act relating to the landing and operation of submarine cables in the United States", approved May 27, 1921, as would make certain just and reasonable rates and service and that a licensee should not enjoy exclusive rights of operation;

(g) That all laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, and agreements in restraint of trade should be applicable to the manufacture and sale of and trade in radio apparatus and devices entering into or affecting interstate or foreign radio communication, and that should any licensee be guilty of any violation of such laws his license should be revoked;

(h) That a station license should be refused any person unlawfully monopolizing or attempting unlawfully to monopolize radio communication through control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to any person having used unfair methods of competition;

(i) That there should be no combination between wire companies and radio companies if the purpose or effect thereof was to lessen competition in interstate or foreign communication; and

Rights in Frequencies

Whereas it has been charged among other things and is believed by many persons that rights in frequencies beyond the terms of licenses are being asserted by the holders thereof and recognized by the Federal Communications Commission; that licenses, though in form limited in time as provided by law, and the frequencies therein granted are being treated by the holders and the users thereof and by the Commission as though granted for much longer terms than designated in the licenses; that the licensing authority has in effect recognized vested property rights of great value in licenses and in frequencies contrary to the letter and spirit of the law; that by various devices and means control of licenses and of frequencies have passed to others than the original licensee without the written approval of the Commission or with Commission approval given in disregard of congressional purpose; that persons and companies have been engaged in the acquisition and sale of broadcasting stations, licenses, and frequencies; that the licensing authority has permitted concentration of stations in some parts of the country and has failed to give equitable radio service to the people of the several States and the communities thereof; that with the approval of the Commission there has come about a monopolistic concentration of ownership or control of stations in the chain companies of the United States; that through exclusive traffic arrangements and otherwise monopolistic control of the facilities of foreign communication by radio is being accomplished, and that the acts and attitude of the Commission are aiding and encouraging such monopoly; that the Commission in its decision of causes disregards its own rules and standards; that in the determination of matters before it the Commission has been affected and controlled by political and other influences not contemplated by statute and not entitled to consideration by a regulatory and quasi-judicial body; and that it has failed to observe and effectuate the purpose of the Congress and the laws enacted by it in the foregoing and other respects: Therefore be it

Committee Authorization

Resolved, That the Committee on Interstate Commerce is authorized and directed to make a thorough and complete investigation of the broadcasting industry in the United States and of broadcasting, and of the acts, rules, regulations, and policies of the Federal Communications Commission with respect to broadcasting and to report to the Senate the results thereof.

In particular, but not to the exclusion of other matters, the said Committee is authorized and directed to make and to report to the Senate the results of an investigation and study of—

(1) The cases if any in which the Commission has departed from or has modified the application of its regulations and the engineering and other standards generally

(*Continued on page 50*)

Filmland Clamors for Radio Artists

Hollywood Producers Set Up Scout Offices To Comb Studios

By DAVID GLICKMAN

COLLAPSE of motion picture domination of radio talent is in the immediate offing, in the opinion of observers in Hollywood. All indications point to a swing of the balance of power from pictures to radio, with the latter lending what talent it chooses to films and lifting what it wants from that field of entertainment.

Radio has suddenly come to the realization that it has been giving everything to the Hollywood motion picture industry, it is pointed out, but getting very little in return, except criticism.

Signal indication of the trend to radio power is the failure of major Hollywood film companies to block-book their player lists to network shows. Balking of topline motion picture stars to restrictions which their studios have sought to impose upon their radio activities is also indicative of the breakdown.

A fundamental cause of the motion picture industry's power leakage is the studding of feature player contract lists with talent primarily loyal and contracted to radio. Major picture studio talent lists show definite domination by radio headliners in at least two instances and heavy enrollment almost without exception.

Need of New Talent

The motion picture industry is constantly in need of new faces and talent and has conducted extensive raids on radio for entertainers and dramatic players, with Hollywood scouts reaching out to many broadcasting studios. With radio remaining virtually the only virgin field for new and untried talent, most of the major Hollywood picture studios have established intelligence boards in the larger cities to look over and pass temporary judgment on local radio talent.

First to effect such a tieup was RKO Radio Pictures Inc., which brought Patricia Dunlap, Chicago radio entertainer to Hollywood for screen tests. Columbia Pictures Corp., has a similar "discovery" organization independent of the studio's regular casting and agent channels, while Twentieth Century-Fox Film Corp., first studio to recognize in NBC's Don Ameche a potential dramatic star, has set dates for a series of screen tests of radio actors and entertainers soon to be brought to Hollywood. Tyrone Power, at this studio, is a former NBC Chicago personality. Recent Universal Picture Corp. acquisitions are William Lundigan, Syracuse announcer; Ella Logan, from radio; Michael Fitzmaurice, Los Angeles announcer and radio actor. Warner Bros. has Walter Cassel and Doris Weston, both NBC contractees.

Paramount Productions Inc. contract list is indicative of radio's domination. Talent under contract includes Jack Benny, Burns & Allen, Charles Butterworth, Bing Crosby, Dorothy Lamour, Kenny Baker, Gladys Swarthout, W. C. Fields, Martha Raye, Fibber McGee & Molly, Niela Goodeele, Andre Kostelanetz, Judy Canova, Shirley Ross and a host of others whose allegiance is strongly shared by radio.

Pertinent example of film company's loss of power is seen in the failure recently of Paramount to put Dorothy Lamour on the CBS *Hollywood Hotel* program as guest artist. NBC Artists Bureau, with whom she is under contract, turned down the appearance because she was signed exclusively for another weekly program. Although Miss Lamour was willing to go on the broadcast, and Paramount brought pressure to bear, radio held the balance of power and refused to yield, winning its point.

Hollywood advertising agency executives are also of the opinion that the motion picture control is virtually at an end and predict that radio's easy-big money days for guest artists are going into eclipse. They point out that sponsors are tired of paying exorbitant prices for guest star appearances which have enriched film celebrity purses by more than a quarter million dollars this past year. This, they say, will be eliminated shortly.

These advertising executives have found that "name value" is over-rated unless coupled with adequate material. Headline names are taking secondary place in the current balance of radio values they say. Several of the leading Hollywood agencies, Young & Rubicam Inc. among them, are definitely emphasizing material in shaping dramatic programs. They feel that the vast amount of available box office talent in Hollywood will insure capable casting. The about face on the commercial agency front, only recently seeking to build shows around headliners, is throwing the whole business of radio entertainment open to new ideas and giving strong impetus to a broadened scheme of entertainment.

The market has become strong likewise for assembled shows with one or more top talent headliners. But with a 52 weeks season, the commercials are weighing every factor involved before signing contracts. It is the material and its possibility of carrying a wallop over a sustained period that is interesting the Hollywood agencies. Bitter experience of having to bolster a lagging show with costly guest stars from the motion pictures has made them not only cautious but forehanded in diagnosing show setups.

DON WILSON, NBC Hollywood announcer, has been cast for a character role in *Behind the Mike*, to be produced by Universal Pictures Corp. He is also appearing as narrator for a series of 13 sport shorts, to be released by RKO Radio Pictures Inc., Walter Bunker, NBC Hollywood producer, was a collaborator in writing *Behind the Mike*.

Don Lee to Add More Stations to List; KOL, Seattle, — KQW, San Jose, Likely

DON LEE Broadcasting System, the Pacific Coast unit of Mutual Broadcasting System, plans to add two more stations to its list of ten by Aug. 15. It is understood KOL, Seattle, and KQW, San Jose, Cal. have been signed.

This was indicated July 10 by Lewis Allen Weiss, general manager of Don Lee following his return from San Francisco. The report was that active affiliation would start within 30 days. It also was indicated three more California stations will be added shortly and that negotiations are on to bring seven stations in Washington and Oregon into the affiliated group.

Negotiations are definitely on with KIEM, Eureka, and KVCV, Redding, to affiliate by fall. KHSL, Chico, is another objective. KOL and KQW will take all Don Lee network programs originating from KHJ, Los Angeles, and also Mutual programs under the planned agreement. KQW is operated by Ralph R. Brunton who also operates KJBS, San Francisco. KOL, a link in the CBS Pacific Coast network, an affiliation which will be severed by January, is operated by Archie Taft and Louis Wasmer. KIRO, then becomes the CBS Seattle outlet.

Don Lee may also have a Fresno station, a construction permit for new outlet in that city having been granted to George Harm by the FCC. Mr. Harm is Cadillac motor car distributor at Fresno and thus associated with the Don Lee organization. The FCC permit is for a 100-watt station, operating on 1310 kc. with unlimited time. Don Lee network owns and operates KHJ, KFRC, KGB, KDB, and has as affiliates KFXM, KPMC, KDON, KGDM, KVOE and KXO.

Discussing MBS plans, Mr. Weiss stated that arrangements have been completed in the East to send a heavy schedule of football broadcasts over Mutual this fall and the network will increase its sports coverage generally, as well as originate several other types of transcontinental programs from Los Angeles and Hollywood.

Two new network programs to be produced at KHJ for Mutual release have already been set, he said. George Jessel and Norma Talmadge have been signed to head a new variety show under group sponsorship, starting Sept. 5. Titled *30 Minutes in Hollywood*, it will be heard Sunday, 2:30-3 p. m. (PST), and will carry a dramatic spot and be augmented by a name orchestra, probably David Broekman's. The second is a nightly quarter-hour sponsored script show starring Nat and Alexander Carr, in a *Max & Mawrus* skit reminiscent of their "Potash and Perlmutter" comic antics. Eight weekly transcontinental programs now originate from KHJ.

With all this heavy production scheduled Don Lee Broadcasting System is continuing its negotiations with NBC to lease that network's present quarters in Hollywood [BROADCASTING, July 1]. Mr. Weiss stated that inventory of the NBC Hollywood studios has been taken and terms are being discussed. If they come to an agreement Don Lee network will move into the NBC studios by Jan. 1. Under these conditions MBS should make its future plans announcement by the end of July.

Meanwhile the Don Lee Broadcasting System is in for a big publicity buildup. Radio Features Service Inc., Hollywood, has been hired to supplement the activities of Seymour Peiser, Don Lee network publicity director, in publicizing network programs.

ASCAP Affiliation With AFofL Urged

Help in Legislative Battles Seen Under Union's Wing

A DEFINITE move to affiliate ASCAP with the American Federation of Labor was started in Hollywood July 7 at a meeting of more than 100 members of the organization, when E. C. Mills, ASCAP administrative committee chairman was principal speaker.

Mr. Mills

ASCAP has battles on its hands in 22 states against adverse legislation and many of the leaders of the organization feel that these fights can be carried on more successfully under the protection of AFofL. There are, however, so many problems to be solved, so many questions to be answered before such affiliation can be consummated, that the plan to take a formal vote was postponed until a future date, when such action will be taken in New York, according to Mr. Mills. The intervening time will be used to perfect plans and to judge the results, pro and con. Members at the meeting apparently were not of one mind on the subject, which was the reason for deferring the vote to seek AFofL affiliation, although Mr. Mills stated that the move to join was favorably received.

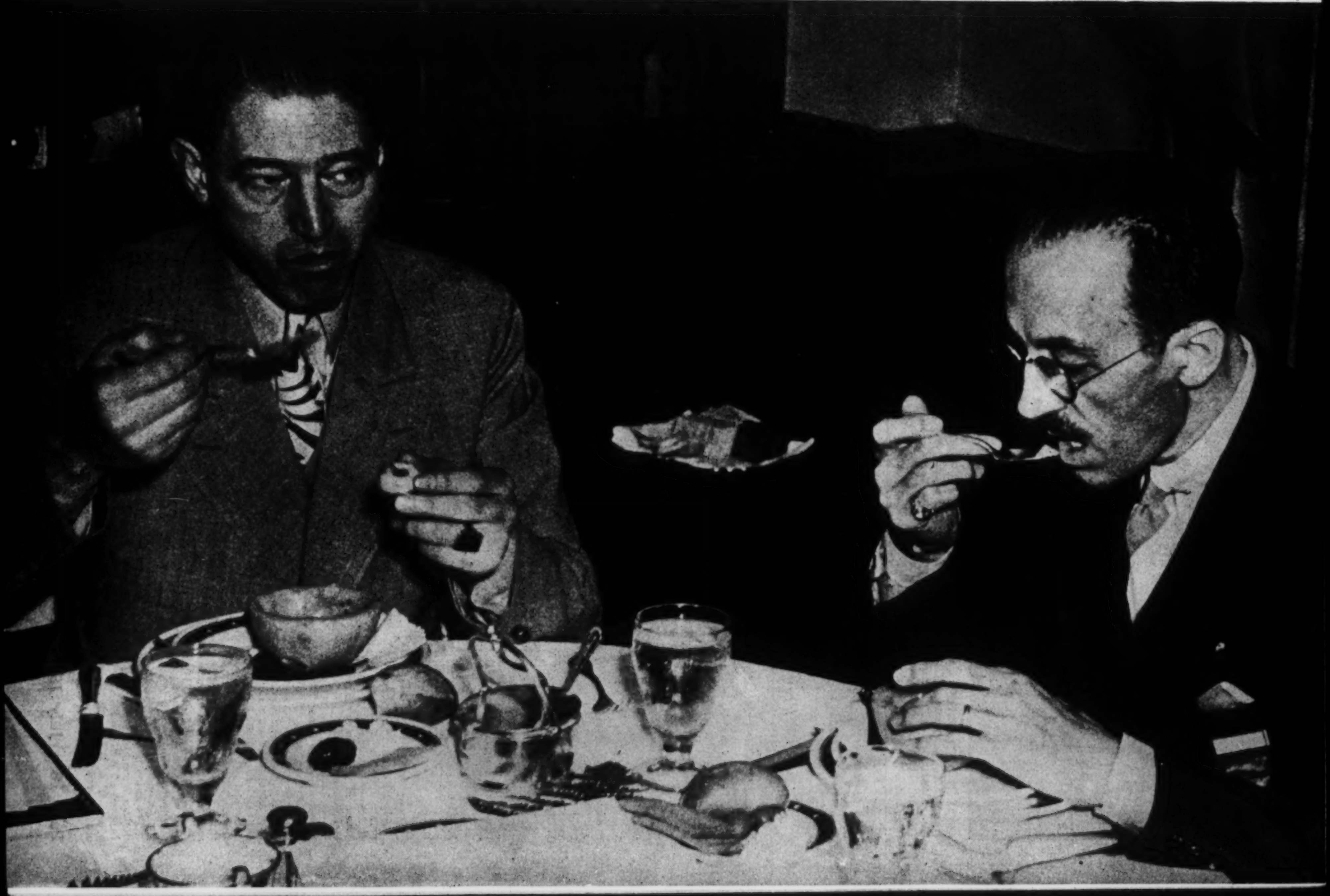
Mr. Mills told those at the meeting of the troubles besetting the organization in its effort to enforce collective bargaining for its members and the harmful bills introduced in many legislatures, all of which, he said, are sponsored by smaller radio stations to prevent the operation of ASCAP as such bargaining agency. The AFofL setup, he advised, would give them complete autonomy, and the right to decide as a unit the extent of their support of other labor groups on strike.

It was pointed out that the executive committee of the AFofL has already indicated its willingness to accept ASCAP membership as a union group, affiliated with the Musicians' Federation. Regardless of a victory for ASCAP in its hearings before Federal Courts, the organization will probably go union, feeling this is the most satisfactory method to protect its royalty-gathering functions.

W. T. Grant Placing

W. T. GRANT Co., New York, which operates 479 variety stores throughout the country, will launch a radio and newspaper-magazine campaign early in the fall, using a transcribed quarter-hour variety show to be broadcast three times weekly for 13 weeks on 19 stations beginning Sept. 5. Station list is not definitely set as yet, but the cities in which the programs will be broadcast are: Buffalo. Detroit, Jacksonville, Miami, Philadelphia. St. Paul. New Orleans, Nashville, Louisville, Richmond, Memphis, Dallas, Indianapolis, El Paso, Houston, San Francisco, Los Angeles, Salt Lake City and Kansas City. Agency is N. W. Ayer & Son Inc., New York.

XUM



First Prize Winner: **BROADCASTING KANDID KAMERA KONTEST** . Photo by Herb Hollister, KANS, Wichita

SECOND AND THIRD — Richard Hance, 16-year-old son of Kenneth Hance, vice-president of KSTP, St. Paul, won the $50 second prize in the BROADCASTING Kandid Kamera Kontest for the photo at left. It shows (left to right) his mother and father in conversation with Niles Trammel, NBC Chicago vice-president. At right is an action shot of William S. Hedges, vice-president and general manager of WLW, Cincinnati, which the judges decided was taken under difficult lighting conditions. It was snapped by F. W. Borton, of WQAM, Miami, and won the $25 third prize. (See next page for award of $10 novelty prize, won by Richard M. Shafto, of WIS, Columbia, S. C.)

Herb Hollister Wins Kandid Kontest

Young Hance and Borton Next; Shafto Wins Novelty Prize

HERB HOLLISTER, general manager of KANS, Wichita, was selected by a board of impartial judges as winner of the $100 first prize in the Kandid Kamera Kontest, staged by BROADCASTING in connection with the NAB Convention held June 20-23 in Chicago.

Richard Hance, 16, an embryo engineer and son of Kenneth M. Hance, vice-president of KSTP, St. Paul, was awarded the $50 second prize. F. W. Borton, of WQAM, Miami, Fla., won the $25 third prize. The novelty prize of $10 was awarded to Richard M. Shafto, of WIS, Columbia, S. C.

Judges of the contest, all nationally-known figures in the photographic world, were Arthur A. DeTitta, Washington manager, Movietone News Inc.; Harry M. Van Tine, manager, International News Photos, Washington, and Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

First Prize to Hollister

After examining nearly 200 prints, many of which were of outstanding excellence, the judges selected Mr. Hollister's luncheon board-meeting shot [page 17] of C. W. (Chuck) Myers, retiring NAB president, and John Elmer, new president, agreeing unanimously on the photograph which they declared of exceptional merit both from the standpoint of all-around technical quality and subject matter.

Second prize was awarded young Hance, who snapped the candid picture (above) of his father and mother in conversation with Niles Trammel, NBC Chicago vice-president. The elder Hance submitted his photos along with those of his son as one entry.

The third prize was awarded Mr. Borton because his photograph (above) of William S. Hedges, vice-president of WLW, on the rostrum, obviously was taken under difficulties. It was viewed as particularly good in view of the fact that no lighting aids were used. Moreover it was declared to be excellent from the standpoint of subject matter.

Selection of the novelty prize proved a comparatively simple task, the judges quickly and unanimously choosing a bathroom scene [page 19] snapped by Mr. Shafto who included a number of novel studies in his entries. Another Shafto entry, showing a mural in the Associated Music Publishers headquarters at the Sherman, received serious consideration for this prize.

LOOK AT THIS ONE—The judges in the BROADCASTING Kandid Kamera Kontest stopped for a moment as they passed among a number of big tables on which were spread nearly 200 photos entered by camera-minded radio folk. Left to right are Harry M. Van Tine, International News Photos; Arthur A. DeTitta, Washington manager, Fox Movietone News Inc.; Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Honorable mention awards[page 19] to W. R. Cline, of WLS, Chicago, for his photograph of J. Leslie Fox, commercial manager of KMBC, Kansas City, in conversation; to Royal E. Penny, WPTF, Raleigh, N. C., for an action photo of H. K. Carpenter, WHK-WJAY, and Mrs. Carpenter dancing at College Inn; to Mr. Shafto for a shot of Ned Midgley, BBDO time buyer, caught at a telephone; to Mr. Hollister for a striking action photo of Reggie Schuebel, of Biow Co., while she was being tossed about by a group of professional tumblers who performed at the NAB banquet; to William H. West, manager of WTMV, E. St. Louis, for action photo of Harry Butcher sinking a putt; to Mr. Hance for candid shot of a group of reps.

Special mention was also awarded by the judges to the following for excellence in either subject matter or technical merit; Clark A. Luther, manager, WOC, Davenport; Phil Lasky, manager, KSFO, San Francisco, for a group of candid pictures which were not large enough to conform to Kontest rules; to C. W. Horn, NBC director of research and development, for a group picture of the NBC delegation at the convention.

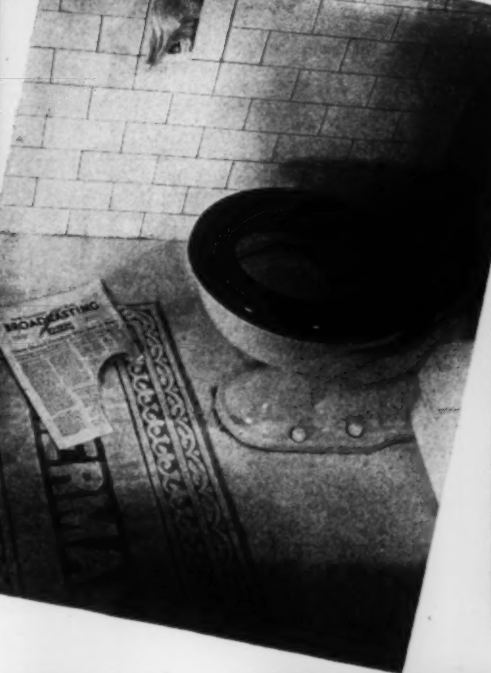
Judges Given Freedom

The three judges examined the contest photographs July 8. They were given copies of the Kandid Kamera Kontest rules and taken into a large room where all the photographs were laid out on tables. No names of contestants could be seen and the judges were given absolute freedom of selection.

After a preliminary examination of the nearly 200 entries, they selected about 40 out of which the winning photographs were chosen. The judges, all of whom are experts at operating both movie and still equipment of all kinds, spoke highly of the excellence of the pictures.

Subject matter of the entries covered everything from drawing-room scenes in trains to shower-bath portrayals. A dozen or so night pictures were taken at the Braddock-Louis fight while a number were snapped during the competition for the BROADCASTING golf trophy.

NOVELTY PRIZE AND HONORABLE MENTIONS IN KANDID KAMERA KONTEST



AMONG THE KANDID—Here are some more of the outstanding photos selected by the judges in the BROADCASTING Kandid Kamera Kontest at the NAB convention. In center is the masterpiece that won the $10 novelty prize. It was entered by Richard M. Shafto, of WIS, Columbia, S. C.

Other photos on this page were awarded honorable mention. Upper left is another entry submitted by Herb Hollister, of KANS, Wichita, who won the first prize. It shows Reggie Schuebel, of Biow Co. Inc., being tossed about in a professional tumbling act at the NAB banquet.

Center left is a candid character study of J. Leslie Fox, commercial manager of KMBC, Kansas City, taken by W. R. Cline, commercial manager of WLS, Chicago. William H. West, manager of WTMV, E. St. Louis, shot the photo at lower left, which shows Harry Butcher, CBS vice-president and winner of one of the two BROADCASTING golf cups, sinking a putt during the NAB golf tournament.

Kenneth Hance, vice-president of KTSP, St. Paul, whose son won the second prize in the Kandid competition, snapped the photo in the upper right corner. Portrayed are (left to right), John Blair and George Bolling, of the Blair firm, and Henry I. Christal, of Edward Petry & Co.

Mr. Shafto won honorable mention for the right center photo showing Ned Midgley, BBDO time buyer, at a telephone. Royal E. Penny, of WPTF, Raleigh, N. C., was awarded honorable mention for the lower right shot of H. K. Carpenter, head of WHK-WJAY, Cleveland, and Mrs. Carpenter. The picture was taken as they danced in College Inn. At left is Lew Avery, director of sales, WGR-WKBW, Buffalo.

NBC Considers Separate Red-Blue Staffs

Sales and Programming Would Be Divided; Addition of 10 Southern Stations Furthers Expansion of Blue

IN AN EFFORT to establish the Blue Network as a complete nationwide entity, NBC executives are giving serious consideration to the establishment of separate sales and programming organizations for the Red and Blue chains.

Having taken a major stride toward expansion of the Blue with the addition of 10 southern stations, effective Aug. 1, President Lenox R. Lohr now has before him the plan whereby further competition would be injected into the dual network operation through completely separated sales and programming organizations. A suggestion that the name of the Blue be changed to complete the separation of identities is understood to have been dropped.

If the separate organization plan, now actively before the NBC control board, is adopted, there would be a new set of executives named for the Blue Network—possibly a new vice-president for sales and another for programs. General offices, accounting and engineering departments and other staff operations presumably would remain the same since they are noncompetitive with both the Red and the Blue executives reporting to President Lohr.

With 136 stations now on the combined roster of the Red and the Blue, NBC has completed the major portion of its expansion project for the Blue. In announcing the addition of 10 stations in the South and Southwest, NBC increased to 30 the number of additional stations available to the Blue since Jan. 1. These are in addition to the 77 stations which previously constituted the Blue. A number of the stations, of course, are supplementary to both the Red and the Blue.

Aside from the changes already announced affecting the Blue, there are several others in the offing. WAPI, Birmingham, now the NBC-Red outlet, is slated to become a CBS station as of Aug. 1, under a lease arrangement with the three Birmingham universities owning it, now pending before the FCC for approval. NBC already has completed arrangements whereby WBRC, Birmingham, present CBS outlet, becomes its Red station upon the switchover. It is believed this change will be effected Aug. 1 whether or not the FCC approves the WAPI lease arrangement.

In the Dallas-Fort Worth market and in Oklahoma City, NBC has only one outlet. WFAA-WBAP, which together constitute a full-time clear channel assignment with 50,000 watts, now serve the former area. The plan, however, is for the WFAA to become a full-time Red station in its own right when KGKO, Wichita Falls, finally is moved to a point midway between Dallas and Fort Worth by the *Fort Worth Star-Telegram*, operator of WBAP, at which time it will become the Blue outlet. The KGKO removal is being held up pending approval of a transmitter site by the FCC. The *Dallas News*, operating WFAA, is expected to consummate an arrangement for full-time operation on the 850 kc. channel after the KGKO installation is completed.

In Oklahoma City the present NBC-Red and Blue station is WKY, of the Oklahoma Publishing Co. One of two local stations in the city may be considered as the possible Blue outlet at some future time.

Birmingham, Cleveland Shifts

The WAPI transaction involves procurement of the lease of the 5,000-watt half-time station by a new corporation, The Voice of Alabama Inc., in which CBS holds 45% interest. The FCC Broadcast Division on July 6 approved transfer of the license of WAPI from the WAPI Broadcasting Corp. to the three Alabama colleges, but it did not act on the assignment to the Voice of Alabama Inc. Whether it will designate the assignment for hearing is not revealed. Should it fail to approve the leasehold arrangement by Aug. 1, then it is possible that the individuals in Voice of Alabama Inc. will enter into an employment contract with the colleges, pending the FCC action. In addition to CBS, the other principals are Ed Norton, Birmingham businessman and principal owner of WMBR, Jacksonville, and Frank Holt, Birmingham businessman. The terms of the lease provide for rental of $1,000 a month from Aug. 1, 1937, to July 31, 1952, with additional compensation commitments if the station becomes a full-time outlet with 50,000 watts.

On Sept. 26, upon the change from daylight to standard time, WGAR, Cleveland, present NBC-Blue outlet, switches to CBS while WHK, *Cleveland Plain Dealer* station, becomes the Blue outlet. This arrangement was consummated several weeks ago. KIDO, Boise, Idaho, may not join the NBC as an optional outlet until December or January because lines are not available.

Whether the Blue will be expanded in the Southeast remains to be determined. Last month two lines were run through Richmond, where the new WTRD was added as a Blue outlet with WMBG becoming the Red in lieu of WRVA, which joined NBC. Other major

(Continued on page 68)

How NBC's Networks Will Line Up After August 1

NBC RED NETWORK

BASIC RED NETWORK

WEAF	New York
WNAC	Boston
WTIC	Hartford
WJAR	Providence
WTAG	Worcester
WCSH	Portland, Me.
KYW	Philadelphia
WDEL	Wilmington
WFBR	Baltimore
WRC	Washington
WGY	Schenectady
WBEN	Buffalo
WCAE	Pittsburgh
WTAM	Cleveland
WWJ	Detroit
WSAI	Cincinnati
WIRE	Indianapolis
WMAQ	Chicago
KSD	St. Louis
KSTP	Minn.-St. Paul
WHO	Des Moines
WOW	Omaha
WDAF	Kansas City

SUPPLEMENTARY BASIC

*WLW	Cincinnati
WFEA	Manchester
WSAN	Allentown
WORK	York
WMBG	Richmond
WCOL	Columbus
WGL	Fort Wayne
WOOD	Grand Rapids
WBOW	Terre Haute
WGBF	Evansville
WEBC	Duluth-Superior
KSOO	Sioux Falls
KANS	Wichita

* For alternate use in Cincinnati.

SUPPLEMENTARY FACILITIES

CANADIAN GROUP

CRCT	Toronto
CFCF	Montreal

SOUTHEASTERN GROUP

WTAR	Norfolk
WPTF	Raleigh
WSOC	Charlotte
WFBC	Greenville
WWNC	Asheville
WIS	Columbia
WCSC	Charleston

MID-SOUTH GROUP

WAVE	Louisville
WSM	Nashville

SOUTH CENTRAL GROUP

WMC	Memphis
WSB	Atlanta
WAPI	Birmingham
WJDX	Jackson
WSMB	New Orleans

SUPPLEMENTARY

WROL	Knoxville

FLORIDA GROUP

WJAX	Jacksonville
WFLA-WSUN	Tampa
WIOD	Miami

SOUTHWESTERN GROUP

KGBX	Springfield, Mo.
KVOO	Tulsa
WKY	Oklahoma City
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KTBS	Shreveport
KTHS	Hot Springs
KARK	Little Rock
KPRC	Houston
WOAI	San Antonio

SUPPLEMENTARY

KFDM	Beaumont
KRIS	Corpus Christi
KRGV	Weslaco

NORTH CENTRAL GROUP

WTMJ	Milwaukee
WIBA	Madison

NORTHWESTERN GROUP

WDAY	Fargo
KFYR	Bismarck

RED MOUNTAIN GROUP

KOA	Denver
KDYL	Salt Lake City

PACIFIC COAST RED

KPO	San Francisco
KFI	Los Angeles
KGW	Portland, Ore.
KOMO	Seattle
KHQ	Spokane

SUPPLEMENTARY

KTAR	Phoenix
KOB	Albuquerque

SPECIAL HAWAIIAN

KGU	Honolulu

CALIFORNIA SUPPLEMENTARY

KFBK	Sacramento
KWG	Stockton
KMJ	Fresno
KERN	Bakersfield

NORTH MOUNTAIN GROUP

*KIDO	Boise
KGIR	Butte
KGHL	Billings

* Joins Dec. 1, 1937.

NBC BLUE NETWORK

BASIC BLUE NETWORK

WJZ	New York
WBZ	Boston
WBZA	Springfield
WEAN	Providence
WICC	Bridgeport
WFIL	Philadelphia
WBAL	Baltimore
WMAL	Washington
WSYR	Syracuse
WHAM	Rochester
WEBR	Buffalo
KDKA	Pittsburgh
*WGAR	Cleveland
WSPD	Toledo
WXYZ	Detroit
WCKY	Cincinnati
WOWO	Fort Wayne
WENR-WLS	Chicago
KWK	St. Louis
WMT	Cedar Rapids
WTCN	Minn.-St. Paul
KSO	Des Moines
KOIL	Omaha
WREN	Kansas City

* WHK will replace WGAR when daylight time ends Sept. 26.

SUPPLEMENTARY BASIC

*WLW	Cincinnati
WFEA	Manchester
WABY	Albany
WSAN	Allentown
WORK	York
WRTD	Richmond
WJTN	Jamestown
WLEU	Erie
WCOL	Columbus
WGL	Fort Wayne
WOOD	Grand Rapids
WBOW	Terre Haute
WGBF	Evansville
WEBC	Duluth-Superior
KSOO	Sioux Falls
KANS	Wichita

* For alternate use in Cincinnati.

SUPPLEMENTARY FACILITIES

CANADIAN GROUP

CRCT	Toronto
CFCF	Montreal

SOUTHEASTERN GROUP

WTAR	Norfolk
WPTF	Raleigh
WSOC	Charlotte
WFBC	Greenville
WWNC	Asheville
WIS	Columbia
WCSC	Charleston

MID-SOUTH GROUP

WAVE	Louisville
WSM	Nashville

SOUTHERN GROUP

WNBR	Memphis
WSGN	Birmingham
WAGA	Atlanta
WDSU	New Orleans
KXYZ	Houston
WJBO	Baton Rouge

SUPPLEMENTARY

WROL	Knoxville
WFDM	Beaumont
KRIS	Corpus Christi
KRGV	Weslaco

FLORIDA GROUP

WJAX	Jacksonville
WFLA-WSUN	Tampa
WIOD	Miami

SOUTHWESTERN GROUP

KGBX	Springfield, Mo.
KVOO	Tulsa
WKY	Oklahoma City
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KTBS	Shreveport
KTHS	Hot Springs
KARK	Little Rock
KPRC	Houston
WOAI	San Antonio

NORTHCENTRAL GROUP

WTMJ	Milwaukee
WIBA	Madison

NORTHWESTERN GROUP

WDAY	Fargo
KFYR	Bismarck

BLUE MOUNTAIN GROUP

KVOD	Denver
KLO	Ogden

SUPPLEMENTARY

KGHF	Pueblo

PACIFIC COAST BLUE

KGO	San Francisco
KECA	Los Angeles
KFSD	San Diego
KEX	Portland, Ore.
KJR	Seattle
KGA	Spokane

SUPPLEMENTARY

KTAR	Phoenix
KOB	Albuquerque

SPECIAL HAWAIIAN

KGU	Honolulu

CALIFORNIA SUPPLEMENTARY

KFBK	Sacramento
KWG	Stockton
KMJ	Fresno
KERN	Bakersfield

NORTH MOUNTAIN GROUP

*KIDO	Boise
KGIR	Butte
KGHL	Billings

* Joins Dec. 1, 1937.

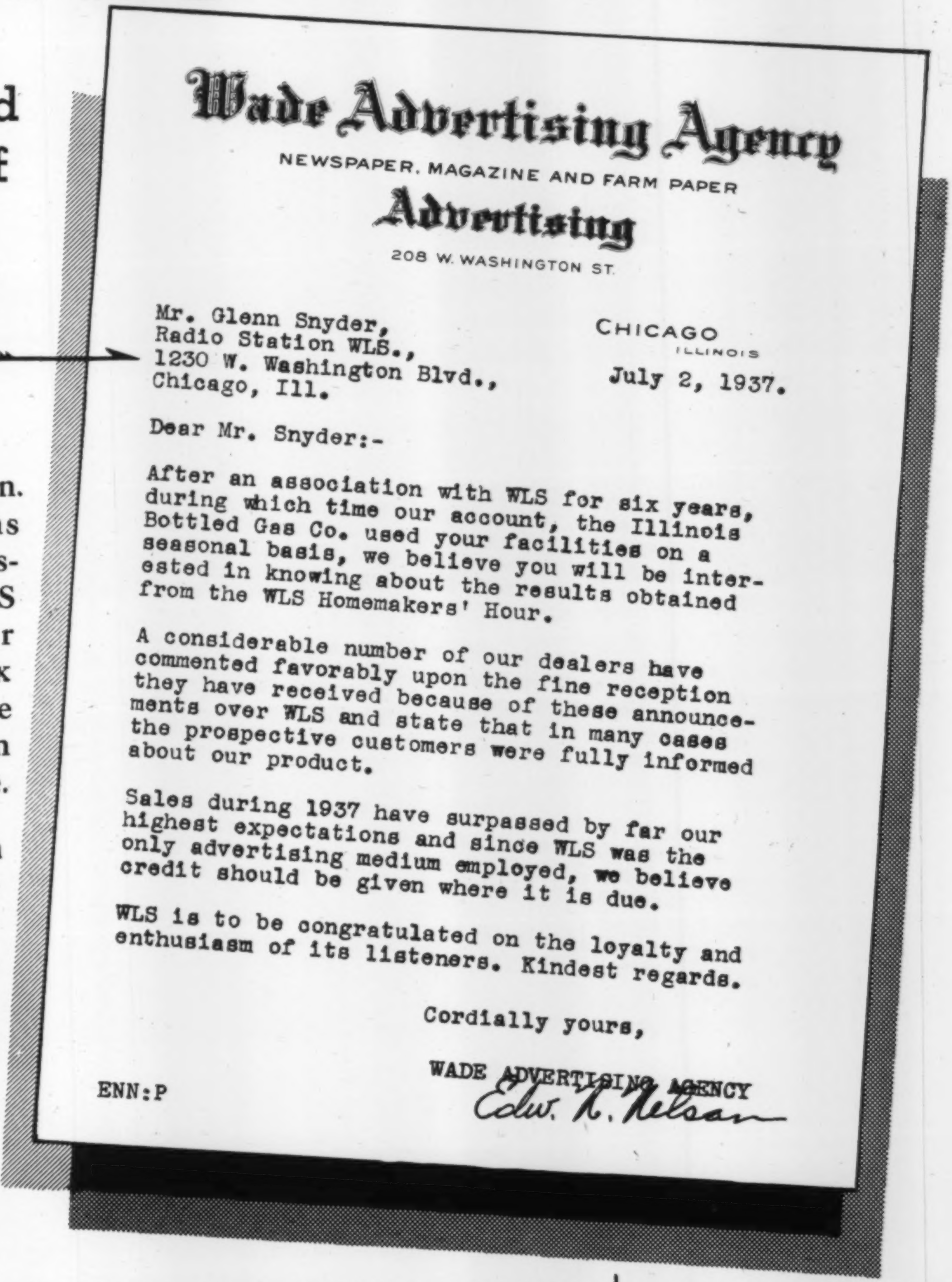
Of the WLS Homemakers' Hour . . . .

Mr. Edward N. Nelson of the WADE ADVERTISING AGENCY says

★

Thank you, Mr. Nelson. Your letter explains why 28 other advertisers have used the WLS Homemakers' Hour during the past six months with more than half using it on a continuous schedule.

WLS' leadership in programs is one of the reasons WLS listeners are loyal and responsive—why WLS clients' sales soar in the midwest area—why WLS Homemakers' Hour advertisers renew again and again.



Wade Advertising Agency
NEWSPAPER, MAGAZINE AND FARM PAPER
Advertising
208 W. WASHINGTON ST.

CHICAGO
ILLINOIS
July 2, 1937.

Mr. Glenn Snyder,
Radio Station WLS.,
1230 W. Washington Blvd.,
Chicago, Ill.

Dear Mr. Snyder:-

After an association with WLS for six years, during which time our account, the Illinois Bottled Gas Co. used your facilities on a seasonal basis, we believe you will be interested in knowing about the results obtained from the WLS Homemakers' Hour.

A considerable number of our dealers have commented favorably upon the fine reception they have received because of these announcements over WLS and state that in many cases the prospective customers were fully informed about our product.

Sales during 1937 have surpassed by far our highest expectations and since WLS was the only advertising medium employed, we believe credit should be given where it is due.

WLS is to be congratulated on the loyalty and enthusiasm of its listeners. Kindest regards.

Cordially yours,

WADE ADVERTISING AGENCY
Edw. N. Nelson

ENN:P

WLS THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

KOY THE VOICE of ARIZONA
Now 1000 Watts
DAY and NIGHT
1390 KILOCYCLES
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

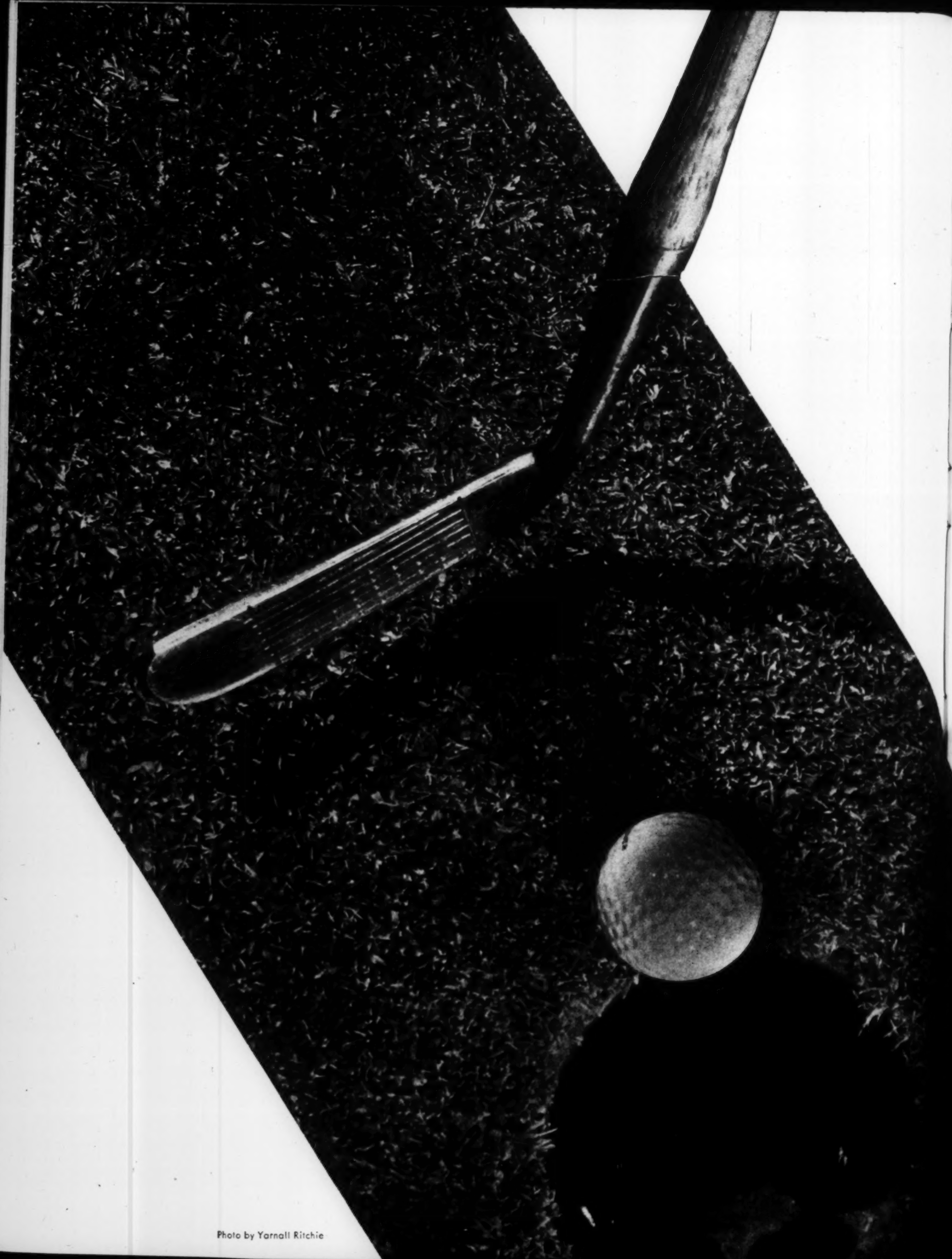
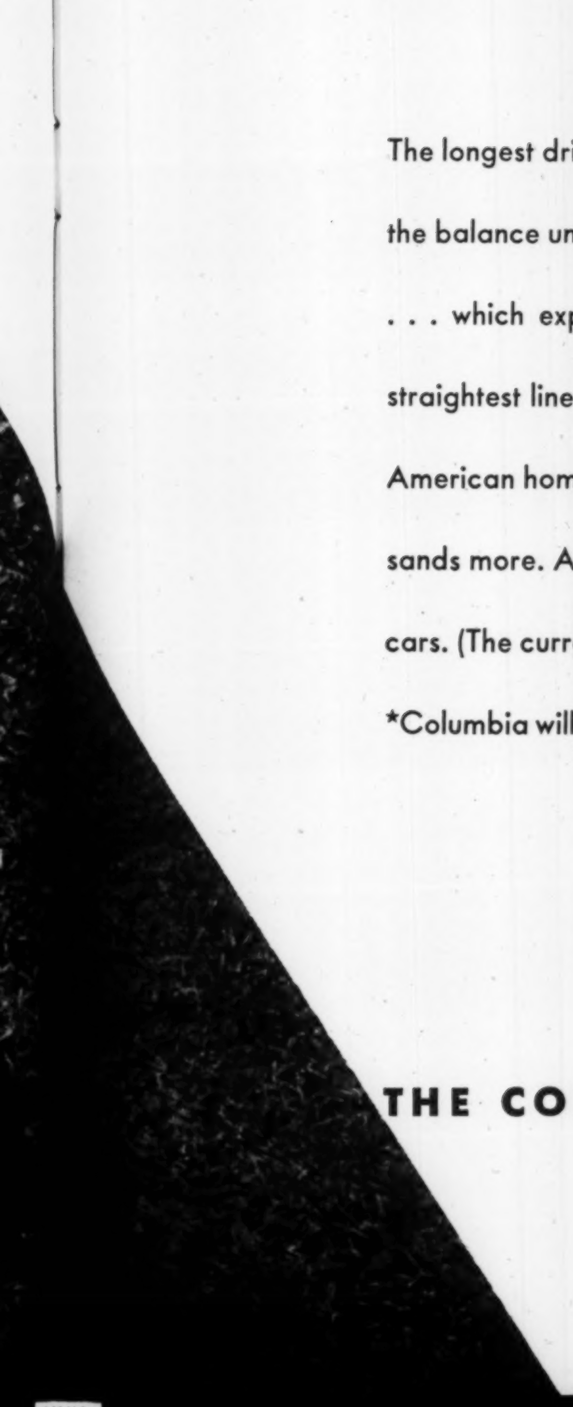


Photo by Yarnall Ritchie



plunk!

The longest drives . . . the sweetest irons . . . the crispest pitches . . . all hang in the balance until you're *in*. Merchandising is no different. Getting *home* counts . . . which explains the continuous growth of radio.* Radio is the shortest, straightest line into the greatest number of homes. Today . . . into 24,500,000 American homes . . . and millions of automobiles. Tomorrow . . . in many thousands more. And the tomorrows after . . . in still more thousands of homes and cars. (The current sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will be glad to supply the radio facts on *your* industry, upon request.

SPEAKING OF BEING "ON THE GREEN"..

These are the major golf tournaments carried by CBS this summer

NATIONAL OPEN • Birmingham, Michigan • *June 10-12 inclusive*
RYDER CUP • Southport and Ainsdale • *June 29-30 inclusive*
BRITISH OPEN CHAMPIONSHIP • Carnoustie, Scotland • *July 9*
NATIONAL AMATEUR • Portland, Oregon • *August 23-28 inclusive*

THE COLUMBIA BROADCASTING SYSTEM

WCCO is IT!

IT sells 3 times as many local and national spot program periods as its nearest local competitor.

IT is the only *single* advertising medium which completely covers "The Land of 10,000 Lakes"—where 300,000 summer visitors are spending their vacations *and* $100,000,000 (from data prepared for 1937 by the Minnesota State Tourist Bureau).

IT rates a *big* first with the farmers and the grain elevator operators of Minnesota. In a *self*-conducted poll they gave WCCO 1,119 votes to the 555 votes awarded *all* the 11 other stations mentioned.

IT is the only super-power, cleared-channel station in the urban and rural territory comprising Minnesota, Western Wisconsin, the Eastern Dakotas (both of them), Northern Iowa, and Peninsular Michigan.

WCCO is IT!

MINNEAPOLIS-ST. PAUL, 50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, and San Francisco.

Actors' Equity Starts Radio Campaign

WHN Case Is Referred To National Board For Review

ACTORS' EQUITY Ass'n (AFofL) has started its drive to organize radio talent with the circulation of application blanks among actors engaged in broadcasting, the forms when signed authorizing Equity to represent the individual in collective bargaining with the broadcasting stations and agencies regarding matters of wages, hours and other conditions of employment. Although the current drive is concentrated largely in New York, Equity officials state that inquiries have been received from many other cities and that especial interest is being shown in Hollywood.

While these applications are being signed and collected, Equity's radio committee is busy formulating the demands which they will present to the employers of radio talent. No information regarding the details of these demands was forthcoming but it is understood that a major goal is the elimination of free appearances by talent on sustaining programs in the hope of securing sponsors.

Script Writers Sought

Equity officials state that they are certain of an overwhelming majority of radio talent signing up, pointing to a survey made three years ago which showed nearly 60% of network artists to be Equity members. Little opposition is expected from the broadcasters, who while not especially anxious to have to deal with any union are believed to prefer Equity to the other organizations in the field. Preliminary conversations with officials of NBC, CBS and a number of individual stations have given Equity to understand that although the broadcasters will not help it to organize talent, they will deal with it when it can show them that it represents the majority of the radio actors.

Not to be left out of the move to get everyone in radio into some sort of union, the script writers are now being invited into the Radio Writers Guild. This organization, which is a branch of the Authors League of America, formed to accommodate the radio writers in the same way as the Authors Guild, Screen Writers Guild and Dramatists Guild look after the interests of the writers of books, movies and plays, is now in the process of formation.

Ivan Von Auw, assistant secretary of the Authors League of America, told BROADCASTING that the RWG is being organized primarily at the request of ALA members who are now devoting most of their time to radio, but that other members will be accepted. He said that the ALA does represent its members by bargaining collectively for them but that its primary concerns are not hours and wages, since writing is largely a free lance business.

CBS Stations Reject CIO

In a post-NAB convention meeting in Chicago attended by engineers from all CBS-owned stations except WJSV, Washington, the CBS engineers voted to stay with the Association of Columbia Broadcast Technicians, company union, and not become affiliated with American Radio Telegraphists Association, a CIO organization. This was construed as a severe blow to the ARTA, which had expected engineers of all CBS-owned stations to follow the lead of WABC, New York, and WJSV, Washington, in bolting the CBS company union to join the CIO union [BROADCASTING, July 1].

New Agreement at NBC

At NBC it was reported that a new agreement was being drafted with a committee representing a majority of the technical employes of NBC network itself and its operated-stations, who have their own Association of Technical Employes, and that progress satisfactory to both employes and company was being made with respect to wages and hours. Details were not divulged, nor was it apparent on the surface whether any outside union was entering into the NBC picture.

In Chicago, great activity was being exhibited by organizers for the International Brotherhood of Electrical Workers (an AFofL union) which had organizers visiting all the engineers at Chicago stations urging them to join the AFofL union. At present, engineers at only two Chicago stations are members of the IBEW. They are the Chicago Federation of Labor station, WCFL, and the *Chicago Tribune* station, WGN. All other station engineers with the exception of those at WBBM, WMAQ and WENR, which have company unions, are at present unaffiliated. There is a possibility, however, that the unaffiliated engineers may join either the IBEW or the ARTA with the trend apparently more in favor of the former. Engineers at WAAF, however, declared they would remain independent.

WHN Case to Labor Board

The WHN case, in which the claims of the American Radio Telegraphists Association (a CIO union) to represent the New York station's technical employes in dealing with the management are opposed by AFofL unions representing the musicians and theatrical workers employed by the owners of the station, was heard before trial examiner Samuel V. Gusack of the National Labor Relations Board in New York on July 6. The testimony was sent to Washington for review by the Board, which will then render a decision.

The decision of the Board on this case is important to the entire broadcasting industry because it will establish a precedent on the question of what constitutes a unit for collective bargaining, a matter that promises to concern every American broadcaster in every department of his station, as unions and guilds for workers of every classification are entering the radio arena with increasing rapidity. Furthermore, if the Board decides that engineers have a right to choose their own representative regardless of other employes and if the WHN engineers stick by ARTA, what is the station management to do if the AFofL unions call out the musicians.

Mr. Sidney Gives Views

Louis K. Sidney, managing director of WHN, New York, testified that about the middle of April of this year representatives of ARTA visited the station claiming to represent its 18 technical employees and asking for a meeting with the management to negotiate an agreement. Negotiations were postponed until Sidney returned from the Coast on May 15 and then several meetings were held, reaching an impasse when the station refused to accede to ARTA's demand for a closed shop. At this point the situation was further complicated by a delegation from the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators and the American Federation of Musicians, AFofL unions, who claimed jurisdiction over the WHN engineers on the basis that they have been supplying labor to the parent company (Marcus Loew Booking Agency) for 30 years and who said they would not permit their members (stage hands, projection operators and musicians) to work in same place with CIO men. As the company operates more than 100 theatres, this was a serious threat, Sidney stated, adding that the station is willing to negotiate with any proper representative of any group of its employees but does not want to be in the middle of a CIO-AFofL battle for jurisdiction.

Under cross examination Sidney testified that WHN at present has contracts with only one union, the American Federation of Musicians, but that the parent company has closed shop contracts with stage hands, musicians and operators, all members of AFofL unions. He also stated that he had been approached by the IATSE on several occasions regarding organizing the WHN engineers but that he had requested the union not to go after them as the station was losing money and was not in a position to increase wages. He stated that WHN has approximately 135 employes with an annual payroll of $400,000. The average wage for the engineers is $50 a week, he said.

Harold Katan, ARTA organizer, substantiated Sidney's description of events and offered in evidence ARTA membership applications from the 18 WHN engineers, all dated April 19, 1937. He stated that ARTA has no theatrical affiliations, its members all being engaged in communications. Musicians are not eligible for membership, he said, but other station employes might be taken into ARTA if they petitioned for membership and if they were acceptable to the union's present members.

Tells of Applications

Harold E. Kane, maintenance engineer at the WHN transmitter in Astoria, L. I., testified that before joining ARTA he had been president of the Association of Technical Engineers of WHN, a company union which was dissolved by its members when they unanimously joined ARTA. He said that at a meeting held a week before April 19 ARTA applications had been distributed to the engineers to be filled out and returned to Kane, who held them until all had been returned, when he turned them over to Katan. If all had not been returned, he was to destroy those he had received and no further action would have been taken.

Under cross examination Kane testified that WHN engineers were required to be graduates of a recognized school and to have had previous experience; that while only the six transmitting engineers were required to have licenses, 15 of the staff of 18 had them; that he was paid $40 for a 48-hour week; and that he came into contact only with other engineers.

Edward J. Greco, master control room engineer at WHN, said that he had been a member of the International Brotherhood of Electrical Workers (an AFofL union) for several years, but had dropped out, and that he had not been approached by any other union except the ARTA. He stated that he had been a member of the company union from its inception some three years ago, that it had secured a raise for the men, that his salary at present is $47 a week, and that while his work brought him into contact with artists, announcers and production men, none of these was ever transferred to the engineering staff.

Jacob Rosenberg, president of

(*Continued on page 34*)

TRANSRADIO NEWS FLASH!
7th FLOOR of the BUILDING
STATION WMT

NEWS BULLETINS—For radio shoppers while they're away from home is the purpose of this gold and black display board which Benne Alter (left) and Ray Cox of WMT, Cedar Rapids, designed for hourly news flashes as a promotional tie-in with WMT. It's kept in a local hotel window in the heart of the downtown shopping district.

XUM

Addition of 11 New Stations Brings Total for Year to 31

Applications for 18 Others Denied by FCC at July Sessions; Four Grants This Month to Newspapers

TO THE 20 new broadcasting stations authorized by the FCC during the first six months of this year [BROADCASTING, July 1], the Broadcast Division at its July 2 and 6 sessions added 11 more in as many communities scattered throughout the United States. During the same sessions, which marked the end of the Division's regular meeting periods for July and August, it denied the applications of 18 persons or groups seeking new stations and declared one previously granted application to be in default in view of failure to begin construction within the requisite time.

Thus the FCC since Jan. 1, 1937, has authorized the construction of 31 new stations, mostly in the local or daytime regional categories and mostly in communities not now having radio outlets. The new station grants, like those of last year, tend to indicate that the FCC has not fixed upon a policy of opposing newspaper ownership, for of the 31 granted so far this year exactly 12 are either owned outright by or have corporate affiliations with newspapers and other periodical publishers.

Of the 11 grants at the July 2 and 6 sessions, four are identified with newspapers. Except for the new 500-watt full time station authorized in Centralia, Wash., the stations are all locals or daytime regionals, as indicated in the tabulation herewith.

On July 2 the Broadcast Division denied the application of WALR, Zanesville, O., for authority to move into Toledo where it authorized the Community Broadcasting Co. to erect a new local and denied the application of the Scripps-Howard interests to erect a similar local to be operated in affiliation with their *Toledo News-Bee.*

On July 6 the Division declared J. B. Roberts, who on Oct. 15, 1935, had secured a construction permit for a full-time 100-watter on 1420 kc in Gastonia, N. C., to be in default for failing to complete its construction, the completion date having been fixed at June 15, 1936. The station was to be known as WJBR. Mr. Roberts, described as a radio salesman, scenario writer and performer, asked for extension of completion date but failed to appear at a hearing at which Virgil Evans, operator of WSPA, Spartanburg, S. C., sought a new local station in Gastonia. The division not only declared Mr. Roberts' application in default but rejected the application of Mr. Evans.

The grants and denials were as follows:

July 6 Grants

Sioux City, Ia.—CP granted to Sioux City Broadcasting Co., 50% of the stock owned by *Sioux City Tribune* and 50% by Dietrich Dirks, formerly with KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., sustaining Examiner Hill and effective Aug. 17; 100 watts night and 250 watts day on 1420 kc. Call letters will be KTRI.

Austin, Tex.—CP granted to State Capitol Broadcasting Association (R. B. Anderson, president, state tax commissioner; R. A. Stuart, Fort Worth attorney; A. W. Walker, professor of law, University of Texas), reversing Examiner Walker and effective Aug. 17; 1,000 watts daytime on 1120 kc., utilizing time not used by WTAW, College Station, Tex.

Lufkin, Tex.—CP granted to Red Lands Broadcasting Association (Ben. T. Wilson, Nagadoches, Tex., auto dealer and garage man; Thomas W. Baker, Nagadoches, wholesale oil distributor; Thomas W. Baker, Lufkin, banker and road engineer), sustaining Examiner Seward and effective Sept. 21; 100 watts daytime on 1310 kc.

July 2 Grants

Toledo, O.—CP granted to Community Broadcasting Co., sustaining Examiner Walker and effective Aug. 3; 100 watts daytime on 1200 kc. Stockholders listed as Frazier Reams, president, prosecuting attorney of Lucas County, O., 98%; Thomas Bretherton, Toledo attorney, 1%; Mrs. Mildred Aderman, 1%.

Dubuque, Ia.—CP granted to *Dubuque Telegraph-Herald* (F. W. Woodward, publisher), reversing Examiner Bramhall and effective July 27; 500 watts daytime on 1340 kc. Call letters will be KDTH.

St. Cloud, Minn.—CP granted to the Times Publishing Co., publisher of the *St. Cloud Times-Journal* (Fred Schilplin, publisher), sustaining Examiner Walker and effective Aug. 3; 100 watts on 1420 kc.

Fresno, Cal.—CP granted to George Harm, operator of truck line system and distributor of Cadillac, LaSalle and Oldsmobile cars under Don Lee, San Francisco, reversing Examiner Hyde and effective Aug. 10; 100 watts on 1310 kc. Call letters will be KARM.

Lawrence, Mass.—CP granted to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune*, sustaining Examiner Walker and effective Aug. 10; 1,000 watts daytime on 680 kc.

Pittsfield, Mass.—CP granted to Harold Thomas, 89% owner of WATR, Waterbury, reversing Examiner Seward and effective July 20; 100 watts night and 250 watts day on 1310 kc. Call letters will be WBRK.

Centralia, Wash.—CP granted to Central Broadcasting Corp., sustaining Examiner Bramhall and effective July 20; 500 watts on 1440 kc. Stockholders are Elroy McCaw, Chehalis, Wash., formerly connected with broadcasting stations in the state of Washington, 25%; Cecil L. Gwinn, Centralia theater manager, 37½%; Arthur C. St. John, Chehalis Ford dealer, bus line operator and theater owner, 37½%.

Salisbury, Md.—CP granted to Frank M. Stearns, insurance man of Washington, D. C.; 250 watts daytime on 1200 kc. Call letters will be WSAL.

New Stations Denied

At its July 6 session, the Broadcast Division denied the applications for new stations of Central States Broadcasting Co., Council Bluffs, Ia., seeking 100 watts on 1500 kc., reversing Examiner Dalberg; C. W. Corkhill, Sioux City, Ia., seeking 100 watts on 1420 kc., sustaining Examiner Hill; Falls City Broadcasting Corp., Falls City, Neb., seeking 100 watts on 1310 kc., sustaining Examiner Walker; Radio Enterprises (R. Lucy and J. B. Curtis), Lufkin Tex., seeking 100 watts daytime on 1310 kc., sustaining Examiner Seward; Virgil V. Evans, operator of WSPA, Spartanburg, S. C., seeking 100 watts on 1420 kc. in Gastonia, N. C., sustaining Examiner Bramhall, and denied as in cases of default the application of J. B. Roberts, holding CP for WJBR in Gastonia, N. C., for an extension of completion date of construction effective Sept. 28.

At its July 2 session, the Broadcast Division denied the applications for new stations of Continental Radio Co. (now Scripps-Howard Radio Inc.) for 100 watts on 1310 kc. in Columbus, sustaining Examiner Irwin; denied the same company's application for 100 watts daytime on 1200 kc. in Toledo, sustaining Examiner Seward; denied a CP to WALR, Zanesville, to move into Toledo, reversing Examiner Walker; denied Marysville-Yuba City Publishers Inc., publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 250 watts daytime on 1140 kc., reversing Examiner Hyde; denied Michael F. Murray, St. Cloud, Minn., 500 watts daytime on 560 kc., sustaining Examiner Walker; denied former Senator C. C. Dill 1,000 watts on 1390 kc. in Washington, D. C., reversing Examiner Bramhall; denied the *Vallejo* (Cal.) *Times-Herald* 250 watts daytime on 1320 kc., reversing Examiner Bramhall; denied the *Honolulu Advertiser* 100 watts on 1370 kc., reversing Examiner Irwin; denied Fred J. Hart, operator of KGMB, Honolulu, and KHBC, Hilo, 250 watts on 600 kc. in Honolulu, sustaining Examiner Irwin; denied the *Hannibal* (Mo.) *Courier-Post* 100 watts night and 250 watts day on 1310 kc., reversing Examiner Dalberg; denied Hannibal Broadcasting Co. 100 watts on 1310 kc., sustaining Examiner Dalberg; denied Golden Empire Broadcasting Co., Marysville, Cal., 250 watts daytime on 1140 kc., sustaining Examiner Hill; denied Old Colony Broadcasting Corp., Brockton, Mass., 250 watts daytime on 680 kc., sustaining Examiner Walker; denied Loyal H. King, 250 watts daytime on 1480 kc. in Pasadena, Cal., sustaining Examiner Walker.

FIESTA—Southwest listeners got split-second news of the opening of Fort Worth's *Frontier Fiesta* when announcers from WBAP, KTAT and KFJZ were on hand to catch every detail, even to the click of the telegraph which cut the lariat that officially opened the show. Here Len Finger of KTAT interviews Amon Carter, operator of the rival WBAP, who will soon also have KGKO in operation in Fort Worth after removal from Wichita Falls.

KGMB and Networks Quick to Respond In Search for Missing Earhart Plane

WHEN first news that Amelia Earhart and her navigator, Fred Noonan, were lost in the South Pacific was divulged to the world by radio July 2, stations and networks were quick to offer their services. KGMB, Honolulu, CBS and Mutual outlet, was on the air continuously from 6 a.m. July 3 until 2:15 a.m. July 5 sending out messages to the lost plane.

The Navy and Coast Guard at Honolulu enlisted the station in the hunt because of its ability to send out a strong, clear signal for thousands of miles across the Pacific. The management turned over its facilties to the government agencies aiding in the search and at frequent intervals during the day and night sent messages in voice in the hopes that Miss Earhart would pick up KGMB on her standard longwave receiver with which the plane was equipped in addition to shortwave.

On July 6, CBS broadcast a coast-to-coast network program of the activities in Honolulu featuring Comdr. William F. Toll in charge of the Coast Guard search and Lieut. W. W. Harvey of the Pearl Harbor Naval Base who told of his attempt to fly over the area in search of the missing plane. On July 7 MBS presented a similar program outlining the details of the day's search and describing the procedure of KGMB in its attempts to communicate with Miss Earhart.

The plane apparently could send out a carrier wave but could not modulate it. A plan was worked out whereby the carrier wave was to go on for a full minute then it was to be broken four times to indicate that KGMB was being heard. It was hoped that the plane could give its latitude and longitude by breaking the wave once to indicate one, twice to indicate two, and so on. The wave was to be broken twice if the plane was on land, three times if down in the ocean.

LEO FITZPATRICK, general manager of WJR, Detroit, is the donor of a silver cup to the local Boy Scout troop showing the greatest progress during the year.

PLANS COMPLETED FOR SALE OF KRGV

ALMOST coincident with the announcement that KRGV, Weslaco, Tex., will join the NBC supplementary Red and Blue networks on Aug. 1, it was disclosed in an application filed with the FCC that negotiations for the sale of the station have been concluded. The proposed purchasers are Gene Howe, chairman of the Plains Radio Broadcasting Co., operating KGNC, Amarillo; O. L. Taylor, manager of KGNC, and T. E. Snowden, of Atchison, Kan., and the purchase price is understood to be between $50,000 and $60,000. KRGV operates with 1,000 watts on 1260 kc.

The station would be sold by a group of 20 stockholders in KRGV Inc., headed by M. S. Niles, manager of the station, who is listed as owning 131 of the 326 outstanding shares with an option on the remainder. The other larger stockholders are C. W. Van Law, Colorado Springs, Colo., 47 shares; George Slechta, Chicago, 40; Jack Zillafro, Bradford, Pa., 40; George P. Parker, San Antonio, 28.

Messrs. Howe, Taylor and Snowden would each own one-third of the station if the transfer is approved by the FCC. Mr. Howe is head of the Amarillo Globe-News Publishing Co., publisher of the *Amarillo Globe* and *News.* He is also an officer in the *Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Midland Reporter-Telegram, Shamrock Texas* and *Childress Index*, all Texas dailies, and the *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal.* The Lubbock newspapers own KFYO in that community, of which Mr. Taylor is directing head.

XUM

Case #1527499

The dejected gentleman above has reached a stage commonly known as "mauve funk." Turning to our files, we find it all described in dossier no. 1527499. "Henry Handlebar," we read, "chairman of the board, secretary, treasurer, Handlebar Home Cake. Now sponsoring network show 'Handlebar's Harmony Hour.' DISPOSITION—Sour. REASON—Can't see the light. What light? Fact that, with 18% of his sales originating in Greater New York, he needs WOR to supplement his network campaign. COMMENT—Mr. Handlebar fails to realize that WOR territory is responsible for 22.4% of nation's food sales. Also, that all the people don't listen to the same shows at the same time. SALESMAN'S REMARKS—Contacted Mr. Handlebar again. Explained WOR's cost lowest for any 50,000-watter in richest market on earth. Put on pressure. RESULT—Will contract tomorrow for half-hour evening show. Big departure from type on network."

WOR

Blanket Contract Started by KMBC

Procter & Gamble Signs First Of Standardized Forms

Mr. Church

ARTHUR B. CHURCH, president of KMBC, Kansas City, on July 8 announced that Procter & Gamble Co., Cincinnati, was first to sign a new blanket contract which he believes may be an important step toward standardization of all blanket contracts in the industry. Mr. Church long has been interested in this phase of radio, having been an original member of the Standardization Committee of the NAB.

"Under the terms of the new blanket contract, the manufacturer who advertises a varied line of products separately may, by meeting minimum requirements, establish a better working agreement for advertising his own products or those of subsidiaries," Mr. Church said. "Our blanket contract differs somewhat from the so-called blanket contract as it is commonly understood," he said. "Its sole purpose is to fill the radio advertiser's needs better, on a basis equitable to both buyer and seller, whether those needs be individual programs, program strips, or announcements. Everybody buys on the same terms on our blanket contract—the small buyer is offered the same privileges as the large buyer."

Types of Contracts

In describing the blanket contract further, Mr. Church indicated there is a separate form for individual programs, strips and announcements, and the buyer may sign any of the blanket contract forms on either a cancellable or non-cancellable basis. If he signs the blanket contract for program strips, for example, with the non-cancellable feature in effect, he is protected against rate increases on quarter-hour program strips through the year period, and lowest strip rates on station rate card current on the commencement date will apply on all insertion orders throughout the year. If the advertiser chooses the cancellable type of blanket contract for program strips, again for example, he is entitled to earn maximum cumulative and retroactive discounts on all broadcasting of successive weekly quarter-hour strips within one year.

Rate increases, however, are protected only for 13 weeks, or for such longer period as the advertiser wishes to place non-cancellable insertion orders at rates current on commencement date. Additional insertion orders may be placed during the life of the contract at rates current on commencement date.

An added feature of the blanket contract for program strips is that under its terms the advertiser is entitled to place insertion orders for individual program periods with additional discounts, depending upon the number of non-cancellable weeks or number of weeks actually used.

Mr. Church stated his blanket contract makes another contribution to standardization in its definitions of time. The advertiser may place insertion orders for "specified time" which is cancellable by him or movable by the station on two weeks written notice; or for "guaranteed time" which is neither movable by the station nor cancellable by the advertiser, except at the end of any 13 weeks period on 30 days written notice.

Return of the blanket contract must be accompanied by insertion order from the advertiser for at least one 13-week period. Signatures on the Procter & Gamble contract were obtained in Cincinnati by Carter Ringlep, regional sales director of KMBC, and insertion orders placed through Blackett-Sample-Hummert Inc., Chicago, for to 52-weeks program strips *Kitty Keene Inc.* for Dreft, and *Ma Perkins* for Cxydol.

NBC's Washington Move

NEW STUDIOS and offices of NBC in Washington, into which the entire staff of the network and of WRC and WMAL moved July 1, will be dedicated officially July 20 with President Lenox R. Lohr and other executives of the network attending. The new capital headquarters are in the Trans-Lux Bldg., having formerly been in the National Press Bldg. Notables in public life will participate in the dedication, which will be broadcast.

CBS Plans Expansion In Hollywood Activities

CBS will tune up its production machinery to handle an increase of at least 25% in Hollywood commercial account originations by fall. So stated Donald W. Thornburgh, CBC Pacific Coast vice-president, upon his return to Hollywood early in July from conferences with New York network executives. He estimated conservatively that no less than 16 sponsored transcontinental programs were indicated for origination from Hollywood.

Thornburgh stated that the new CBS West Coast headquarters in Hollywood would be ready for occupancy about Jan. 1. Extensive experimental work is on in New York in construction and accoustics, results of which will be incorporated into the Hollywood building, he said. His opinion was, however, that scheduling of new programs from Hollywood in fall would be adequately taken care of despite building delay over the anticipated Nov. 1 move-in at the new headquarters. Besides its present headquarters at KNX, Hollywood, CBS owns and operates two theaters in that city which are utilized for broadcasts. It also has preference on two other theaters equipped for broadcasting in Los Angeles.

Rapp Manages KMA

APPOINTMENT of J. (Cy) Rapp as manager, and of Ed Cunniff as commercial manager of KMA, Shenandoah, Iowa, was announced July 8 by Earl E. May, president of the operating company. Mr. Rapp, formerly in charge of advertising and sales promotion, succeeds Bob Kaufman, who resigned recently to become sales promotion manager of WLS, Chicago, Mr. Cunniff is former director of merchandising of the station and was elevated to the commercial management coincident with Mr. Rapp's promotion.

Headliners Club Honors Coulson and Eaton for WHAS Flood Service

Mr. Coulson

Mr. Eaton

AGAIN recognizing achievements in "audible journalism" along with newspaper work and news photography, the National Headliners Club on July 10 awarded W. L. (Lee) Coulson, assistant manager of WHAS, Louisville, and Joseph Eaton, WHAS program director, a gold plaque in recognition of the best dramatic radio reporting feats of the year at its annual presentation banquet in Atlantic City. Mr. Coulson aided in directing and Mr. Eaton supervised the announcing of the big flood disaster last winter, the broadcasts being carried over both WHAS and WSM, Nashville [BROADCASTING, Feb. 15].

Mr. Kaltenborn

For the best radio reporting from abroad, a similar gold plaque was awarded H. V. Kaltenborn, CBS commentator, for his report of the battle of Spanish forces from Hendaye, France, on Sept. 2, 1936. His eyewitness account, broadcast while the battle was in progress, for the first time brought to the radio audience the sound of cannon and machine guns in actual warfare. To honor its commentator and the executives of one of its affiliated stations, CBS broadcast a dramatization of the stories behind the awards the night of the presentation.

Nine other prizes of a similar nature were awarded to newspapermen and press photographers by the Atlantic City social organization, which announced that it based its radio awards on nominations received from stations throughout the country.

Using Bakery Discs

THREE more local bakers have bought the transcribed show *Ace Williams* and will shortly begin sponsorship of 78 episodes on WCHS, Charleston, W. Va.: KWTO, Springfield, Mo., and WHIS, Bluefield, W. Va. More than 25 local bakers are now sponsoring the quarter-hour program which is broadcast five times weekly. In addition, one-minute transcriptions broadcast 3 times daily will shortly be sponsored by the Lance Cake Co., St. Louis, over a station there as yet unselected. The one-minute transcriptions are now being broadcast over KTUL, Tulsa, and WBZ-WBZA, Boston-Springfield. Columbia Transcription Service, Chicago, cut both the quarter-hour and one-minute transcriptions. W. E. Long, Chicago advertising agency, produced the transcriptions and is handling promotion in conjunction with the broadcasts.

FCC Asked to Act In Baseball Case

Western Union Investigation Is Requested by WJBK

CONTINUING its legal attack upon Western Union for refusal to provide it with ticker accounts of out-of-town major league baseball games, WJBK, Detroit, on July 8 filed with the FCC a formal complaint asking that the telegraph company as a common carrier be required to supply it with the service.

The station initially sought to institute federal mandamus proceedings against Western Union. These were denied in May and it simultaneously filed with the FCC an informal complaint seeking redress. The FCC Telegraph Division on June 3 notified the station on the basis of the informal petition that action on the mandamus proceedings in the Federal Court precluded consideration by it of the charges.

Despite the refusal of Western Union to furnish service the station has been broadcasting out-of-town games of the Detroit Club by picking up the reports in an undisclosed manner. The programs, according to an announcement by the station, are being sponsored jointly by Good Housekeeping Shops and the Coca Cola Bottling Works in Detroit.

Baseball Pioneer

The formal complaint, submitted to the full Commission but referred to the Telegraph Division, reiterates that WJBK pioneered in broadcasting play-by-play accounts of the American League games participated in by the Detroit Club and that Western Union, after providing the accounts for several seasons, this year informed WJBK it could no longer provide the service although competitive stations have been given it.

The complaint asks that the FCC make an investigation of the contractual relationship existing between Western Union and other stations in Detroit and that Western Union be ordered to show cause why it should not be held to have violated the Communications Act dealing with service of common carriers. WJBK asked to be allowed an opportunity to present evidence of pecuniary damage and that in the event the damage is found to have been caused, that a good and sufficient award be made to the station. Finally, it requested that Western Union be ordered to provide it with the play-by-play service.

Bakers Plan Series

A NETWORK program on a split NBC-Blue network to be sponsored cooperatively by local bakers is being planned for fall. The program, which would originate in Chicago, would include NBC outlets in Cleveland, Milwaukee, St. Paul, St. Louis, Philadelphia, Pittsburgh, Boston, Albany, Fort Wayne and Richmond, Va. The Hathaway Bakeries, Boston, a chain of 12 bakeries with seven outlets in New England, four in New York and one in Ohio, is also planning a weekly half-hour network show over Yankeee network and stations in New York and Ohio. W. E. Long Co., Chicago, is the agency arranging the two network shows, both of which are still in the formative stage.

XUM

WWJ

Preferred by More Than 600,000 Detroiters!

If the advertiser wishes to consider only listeners in Detroit; just those who *prefer* WWJ, this station can still offer him an audience greater in number than the entire corporate population of Buffalo, Cincinnati, or Washington, D. C.—in fact, an audience almost as great as the population of San Francisco or Pittsburgh!

There are 397,122 families in Detroit and 39%, or 154,867 of them, by actual survey, prefer WWJ to any other station. Using 4 as a family unit, this means that more than 600,000 men, women and children in Detroit, alone, think of WWJ first when they think of turning on the radio.

But that isn't all. WWJ also affords the advertiser an *additional audience of 745,970 people within the local Detroit trading area, and still another 756,130 people outside of the trading area but within the WWJ primary coverage area.**

Be sure to check the possibilities of WWJ for your fall and winter schedules in the Detroit market.

**Jansky & Bailey, Standard Coverage and Market Data Service*

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

Public Forum Bills Offered in Senate

Schwellenbach Bills Almost Identical With Scott Measures

THREE BILLS sponsored by the Civil Liberties Union dealing with freedom of speech on the air and with guaranteed time for public forum discussions were introduced in the Senate July 8 by Senator Schwellenbach (D.-Wash.). The measures are almost identical with bills introduced in the House during the last two sessions by Rep. Scott (D.-Cal.), which are still pending. Referred to the Senate Interstate Commerce, the bills are:

S-2755 — To amend Section 315 of the Communications Act by providing that each station set aside regular and definite periods at desirable times of the day and evening for uncensored discussion on a nonprofit basis of public, social, political and economic problems, and for educational purposes, and to provide equivalent facilities for opposing speakers on controversial subjects. The FCC would appoint an advisory committee to carry the provision into effect. As protection for the station it is specified that the FCC, advisory committee and station licensee shall have no power of censorship of any kind, nor shall any license be revoked or renewal refused because of the material so broadcast.

Complete Records

S-2756 — To amend Section 315 by providing that each station licensee shall keep complete and accurate records open to reasonable public inspection on all applications for time; of all rejected applications and the reasons, and of all additions and changes requested in arranged programs on public, social, political and economic issues and on educational subjects.

S-2757 — To amend Section 326 by providing that the licensing authority shall have no power of censorship over any radio station and that no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication. There is the added proviso, not contained in the Scott measure, that this provision shall not be construed to exempt any station from liability for any defamatory, profane, indecent, or obscene language or action broadcast by any officer, employee, agent or representative of the station.

In the latter connection, it was explained by Senator Schwellenbach that the common law, and in some instances the statutory law right for a person to sue on libel grounds, had to be protected in the legislation.

Oh Henry Placing

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), will start daily one-minute transcribed announcements on WTAM, Cleveland, July 16. The candy company recently started a similar series of 260 transcribed announcements over KOA, Denver and WKBZ, Muskegon, Mich. All the announcements are broadcast in the evening sometime between 6 and 9:30 p.m. WBS, Chicago, cut the minitranscriptions. John H. Dunham Co., Chicago, handles the account.

BUFFER WARNS ACTORS—Microphone crowding and backing away by actors appearing in the NBC Shakespearean cycle has brought the inventive genius of John Swallow, Hollywood studio manager, into full play. He has designed a "square-fence" called a "microphone buffer" built by NBC, which is so arranged as to keep actors at correct distance from the microphone during the broadcast. By this means the voice is pitched correctly and it assists those appearing in the cast to keep in the correct dramatic mood, with the shoving around at instigation of control room manipulators eliminated. Buffer is made of iron pipe and so successful has it proven that NBC at its Hollywood studios will use it for all dramatic presentations. Photo shows the microphone buffer in use during a recent Shakespearean broadcast. Pictured are (left to right), William Farnum, Elaine Barrie, John Barrymore, Henry Hunter and Mary Forbes.

HOLLYWOOD SHOWS CENSORED CLOSELY

GENERAL overhauling and tightening of radio utterance censorship is under way in Hollywood with the networks carrying more than an average load of glib chatter. Repercussions from several sources in recent weeks have aroused the networks to the necessity of applying curbs to ill-advised and off-color chatter after listener complaints.

The networks are anxious to keep their air channels above reproach and attempts to hold commentators within bounds have, however, not met with the fullest co-operation. Result has been that network codes are being tightened and interpreted to the word in the campaign.

Andrew C. Love was recently transferred from San Francisco to NBC Hollywood studios to take charge of the continuity acceptance department and he is required to scrutinize all scripts and pass on their acceptability. Byron Mills has a similar post with NBC in San Francisco. CBS has Marion Karol as commercial editor with similar duties in Hollywood. James Bloodworth, headquartered at KHJ, Los Angeles, is continuity editor of the Don Lee Broadcasting System, also with such authority.

Educator Joins NBC

PROF. L. D. BARNHART, of the University of Toledo, has joined NBC-Chicago as educational counsellor. Prof. Barnhart has been head of the department of speech at the Toledo school as well as director of the University Civic Theater there.

SHAKESPEARE — Seems serious to W. B. Lewis (center) CBS program vice-president, Brewster Morgan (left) producer and Conway Tearle, narrator, as they study plans for the CBS cycle of eight Shakespearian dramas which began July 12. The programs originate from the CBS Music Box Theatre, Hollywood, and a different cast of stage and film players are featured in each broadcast.

Hupp Auto to Return

HUPP MOTOR CAR Corp announced here the appointment of H. M. Hempstead as advertising manager. Some class paper advertising is appearing at present as a prelude to a drive to begin later in the summer to reintroduce Hupp to the motoring public. Grace & Bement Inc. is the newly appointed agency. Mr. Hempstead was formerly associated with the Delco-Frigidaire division of General Motors, and with other G. M. divisions. Hupp is expected to break an extensive campaign in virtually all media to introduce its Six in the $1,000, and Eight, in the $1,200 price class. The company has been out of the manufacturing field since January, 1936, when lack of operating capital forced temporary suspension.

NETWORKS RESUME BATTLE OF BARDS

AS CBS prepared for its first appearance in the Shakespeare arena with its broadcast of *Hamlet* on July 12, preceded by a trans-Atlantic broadcast the day before from Stratford-on-Avon, NBC announced a revision of its Shakespearean schedule, substituting *The Tempest, Twelfth Night* and *Taming of the Shrew* for three of the more tragically dramatic shows. In broadcasting *The Tempest* on July 12, night of the CBS opener, NBC made a strong bid for the audience by casting John Barrymore as Caliban and Elaine Barrie as Ariel, roles highly publicized in the pair's tempestuous romance. CBS lined up such names as Burgess Meredith, Walter Abel, Grace George, William A. Brady, Brian Aherne and Margaret Perry for its *Hamlet* cast, with Conway Tearle as narrator.

Latest innovation in the classical duel of the networks is NBC's announcement of a 75-minute broadcast of George Bernard Shaw's monumental *Back to Methuselah*, the script for which is being written by Shaw himself. Broadcast is scheduled for Aug. 30.

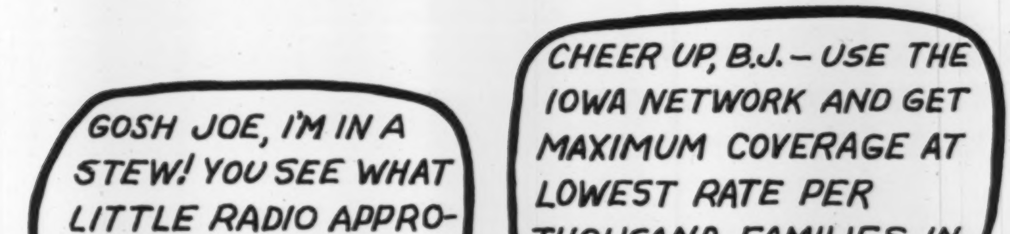
Retaliating for NBC's cutting in on the Poughkeepsie Regatta, for which CBS had obtained exclusive broadcasting rights, CBS on July 3 stationed Ted Husing on a church steeple just outside the Marquette University stadium in Milwaukee, from which vantage point he viewed the A. A. U. track meet through binoculars, broadcasting to the CBS audience the feature which NBC had paid to keep exclusive. CBS had also planned to do an airplane broadcast of another supposedly exclusive NBC event, the Vanderbilt Cup races, but gave up the idea when the meet was postponed from Saturday to Monday.

New Drama Technique

LEAVING NBC and CBS to fight over Shakespeare, WOR, Newark, has announced a radio version of *Les Miserables* to be broadcast in seven half-hour installments. Orson Welles, noted actor and director, will direct the series, which will employ a new radio technique called "projection" rather than the usual radio dramatization. Keeping as closely as possible to the actual words of Victor Hugo, the broadcasts will combine the reading of descriptive passages by a narrator with the reading of the dialogue by actors, plus the addition of sound effects and an orchestral background.

WHUB to New Owners

WHUB, recently established local in Watsonville, Cal., went into new hands July 3 with the sale of the *Watsonville Register* and *Pajaronian* by Mrs. F. W. Atkinson, widow of the publisher of the newspapers and licensee of the station, Mr. Atkinson died last April. John P. Scripps and E. F. Elstrom, owners of the *Santa Ana* (Cal.) *Journal*, and Roy Pinkerton, publisher, and Fred Jenkins, managing editor, of the *Ventura County Star* and *Free Press*, were the joint purchasers. Mr. Scripps is not connected with the Scripps-Howard Newspapers. The transfer of WHUB requires FCC approval.


GOSH JOE, I'M IN A STEW! YOU SEE WHAT LITTLE RADIO APPROPRIATION IS LEFT-- HOW CAN WE COVER IOWA WITH THAT?
CHEER UP, B.J.— USE THE IOWA NETWORK AND GET MAXIMUM COVERAGE AT LOWEST RATE PER THOUSAND FAMILIES IN THE STATE!

THE IOWA NETWORK: KRNT - WMT - KSO - - - NATIONAL REPRESENTATIVES: E. KATZ ADV. AGENCY

MAIN STUDIO...WOW...OMAHA, NEB.

STUDIO by JOHNS-MANVILLE

MODERN IN DESIGN . . . this main studio at WOW, in Omaha, Nebraska . . . and designed for modern broadcasting. Which means broadcasting whose high-fidelity reproduction is permanently protected against faulty acoustical conditions by the use of Johns-Manville Acoustical Materials and J-M Sound Isolation.

Like WOW, many a leading station throughout the country has learned that their best assurance of perfect acoustical conditions lies in designing and building studios in accordance with the present-day sound-control methods developed by the pioneers of the field—Johns-Manville. For details, write Johns-Manville, 22 E. 40th St., N.Y.C.

JM Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

New FTC Powers Approved as Lea Bill Is Sanctioned by House Committee

NEW POWERS for the Federal Trade Commission to check false advertising and unfair trade practices were approved July 9 by the House Interstate and Foreign Commerce Committee. The Committee substituted the bill introduced by its chairman, Representative Clarence F. Lea (D-Cal.) for the Wheeler Trade Commission Act Amendment (S-1077) passed several weeks ago by the Senate.

Another Senate measure, the Copeland Pure Food and Drug Bill (S-5), likewise was sidetracked by the House Committee action. Advertising control over foods, drugs, devices and cosmetics would have been vested in the Agriculture Department under the Copeland Bill.

The revised House measure would broaden the power of the FTC to put an end to unfair trade practices when these practices are judged contrary to public interest. Under the present act, FTC action can result only from alleged injury to a competitor. The advertising provisions of the new act provide for issuance of cease and desist orders similar to those now issued in unfair trade cases. In addition, the FTC may issue an injunction to stop publication of advertising it believes harmful to health, published with intent to defraud or mislead. Radio broadcast licensees, publishers and advertising agencies are specifically exempted of liability for false advertising except where they seek to protect the manufacturer responsible. The measure provides a $5,000 fine and six months imprisonment for convictions of false advertising. The courts, however, would be empowered specifically to exempt a newspaper, magazine or periodical from an FTC injunction when it can be shown that the injunction would prevent publication on a regular time or date.

Should a difference of trained opinion arise over the falsity of advertising, the bill would specifically exempt the manufacturer from penalty if the article is accurately labeled or described as to its contents. In a last minute change, the committee decided to exempt soap in all forms from the definition of cosmetics.

In reporting out the bill, the Committee eliminated a provision in the original draft which would exempt companies subject to the jurisdiction of the FCC. The original bill proposed that banks and common carriers "subject to the acts to regulate commerce" should be exempted. The Communications Act of 1934 was described as one of those acts.

It was learned that the Committee, by a vote of 12 to 6, eliminated this provision on the ground that there had never been any conflict as between the jurisdiction of the Trade Commission and the FCC. Whether an effort will be made on the floor to reinstate the provision so as to avoid any possible interference with FCC regulation of broadcasting stations and telephone and telegraph carriers was problematical.

The Lea Bill is designed as a substitute both for the Copeland Bill and the Wheeler Bill, both of which have been passed by the Senate. The Copeland Bill would have reposed control over sale and advertising of food, drugs and cosmetics largely in the Department of Agriculture, whereas the Wheeler measure as well as the Lea Bill proposed broadening of the authority of the Trade Commission.

Under Section 15 of the bill, the term "false advertisement" is described as an advertisement other than labeling "which is misleading in any material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates; if at the time of the dissemination of the advertisement there exists a substantial difference of opinion, among experts qualified by scientific training and experience, as to the truth of a representation, the advertisement shall not be considered misleading on account of such representation, if it states clearly and prominently the fact of such difference of opinion: Provided that no advertisement of a drug shall be deemed to be false if it is disseminated only to a member of the medical profession, contains no false representation of a material fact and includes, or is accompanied in each instance by truthful disclosure of the formula showing quantitatively each ingredient of such drug."

Spooks In the Mike

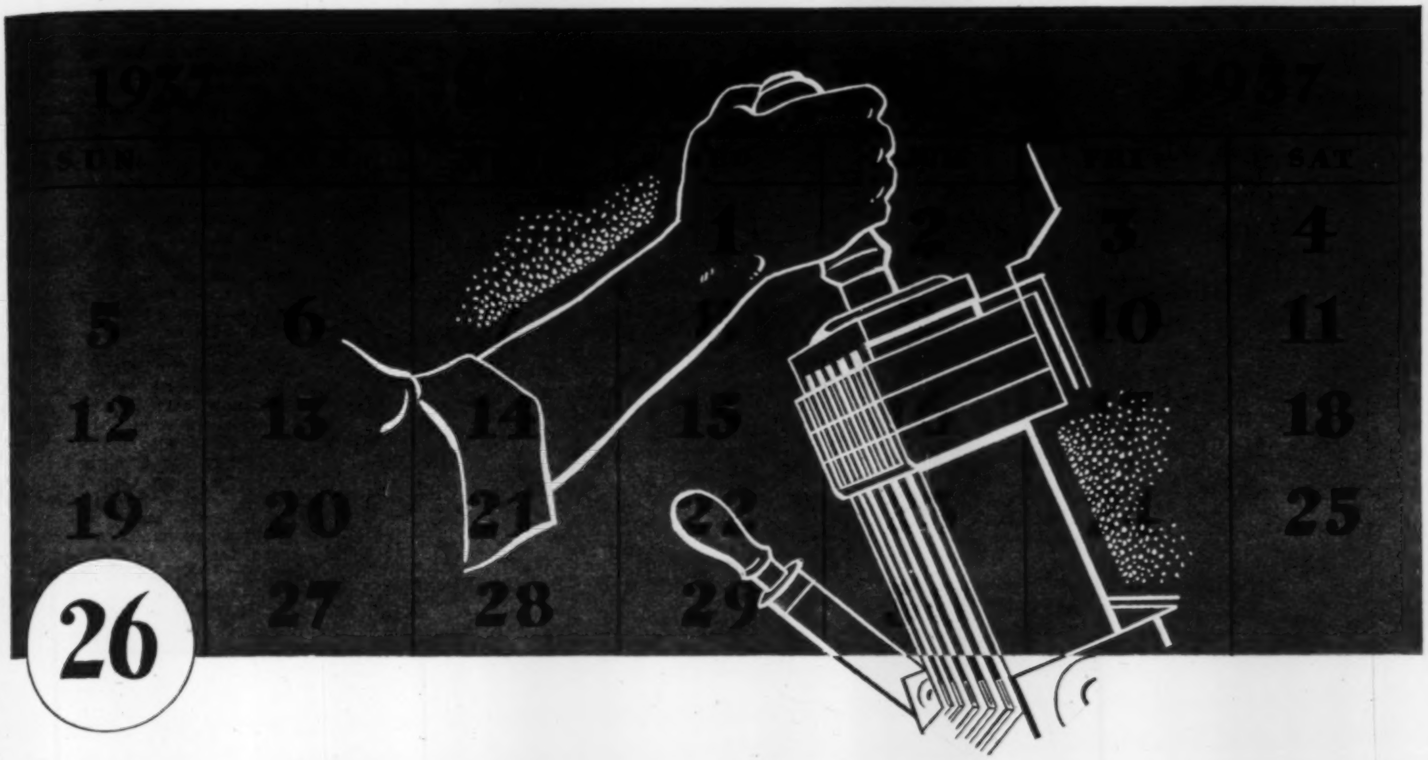
THE first haunted microphone is claimed by KFRU, Columbia, Mo. During a dramatic program the other afternoon, right in the middle of a highly emotional scene, the mike began sliding slowly to the floor. When the show ended everyone was down on his knees. KFRU engineers are in the market for a non-skid mike stand.

New Program Service

A NEW SERVICE for radio program producers has been established at 350 Madison Ave., New York by Clafton W. Cousens, space representative for Conde Nast publications for eight years. Mr. Cousens will represent writers, personalities, musical talent, dramatic talent and complete shows to assist the radio producer in every phase of his program needs. Under Mr. Cousens wing are such well-known personalities as Emily Post, Fay Bainter, Mal Stevens, Stanley Woodward and many others. Under sponsorship to Lever Brothers is his *Big Sister* serialized program, sold through Ruthrauff & Ryan Inc.

ALL NEWS broadcasts over KSL, Salt Lake City, now use two announcements—one for the news and one for the commercials which are limited to 50 words.

WHKC - Columbus Joined Mutual July First



THE BIG DAY IS COMING !

On September 26th WHK engineers flip a switch for the first time. It's an important switch to Cleveland's pioneer radio station because it brings NBC Blue Network programs to Northern Ohio listeners via WHK.

And on this same big day an event of equal importance takes place at WJAY, the sister station of WHK in Cleveland. WJAY engineers flip *their* new switch, thus bringing Mutual Broadcasting programs to WJAY listeners.

Because of the proved excellence of Blue Network and Mutual programs it is a foregone conclusion more listeners than ever will tune to WHK and WJAY. And because of this greater coverage, radio time buyers cannot afford to overlook WHK and WJAY when making up schedules.

We have some interesting facts and figures to prove that Northern Ohio will produce sales for you if you use WHK or WJAY.

GREAT LAKES
EXPOSITION
1937
CLEVELAND
MAY 29 – SEPT 6

WHK
CLEVELAND

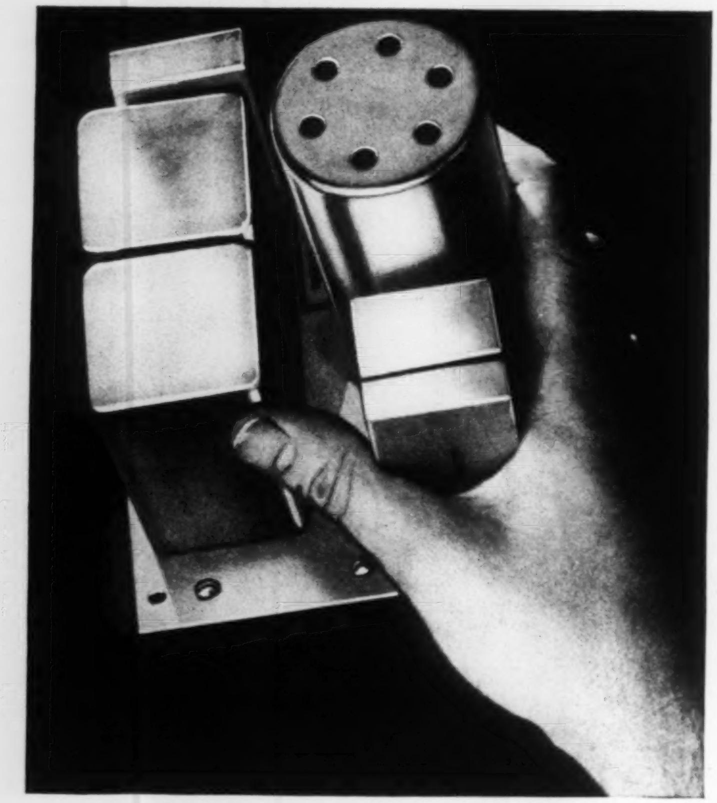
UNITED
BROADCASTING
COMPANY

WJAY
CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.
C. A. McLaughlin, Sales Manager

J. T. Vorpe, Production Manager
E. L. Gove, Technical Supervisor

FREE & PETERS, Inc.—National Representatives, New York - Chicago - Detroit



Western Electric 104A Amplifier measures 5¼"x4⅞"x6¾"

Here's your

PRE-AMPLIFIER!

New 104A brings you

1. Premixing amplification
2. Gain of approximately 29 db
3. High Quality at Low Cost

Western Electric's new 104A Amplifier is a single stage, fixed gain unit primarily designed for use in studio amplifier channels as a premixing or low level amplifier to improve the signal to noise ratio. It may also be applied to existing studio channels using equipment such as the 701A Speech Input Bay when high level mixing is desired.

The outstanding features are: extremely compact and economical to operate—gain of approximately 29 db—frequency response flat within 1 db from 30 to 10,000 cycles—30 or 250 ohm input—30 or 500 ohm output. Three of these amplifiers may be mounted on Western Electric 998 type mounting plate which occupies only 5¼" space on standard relay rack or in equipment cabinet. For full details: Graybar Electric Company, Graybar Building, New York, N. Y.

Distributed by Graybar

Western Electric

BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Co.

In Canada: Northern Electric Co., Ltd.

Labor Moves on Radio

(*Continued from page 25*)

Local 802, AFofM, testified that his local, with more than 17,000 members, has a closed shop agreement with every radio station in New York. He stated that his union has an agreement with the IATSE that in case of an IATSE strike the musicians must strike too.

John C. McDowell, secretary of Local No. 1, Theatrical Protective Union, a member of IATSE, testified that his union has jurisdiction over all theatrical mechanical employes. He stated that it has a closed shop agreement with Marcus Loew Booking Agency which would be violated if ARTA were allowed to represent the WHN technicians. Under questioning he said that his union takes in only technical theatrical employes, excluding actors, writers, producers and clerical employes and that it has no agreement with any radio station. He admitted that it could not act for the WHN engineers unless they authorized it to do so, but said that a strike would be called if ARTA were given recognition.

James J. Brennan, president of Local No. 1, TPU, and sixth vice-president of IATSE, also claimed jurisdiction over all theatrical technicians and stated that his union acts for sound technicians employed by moving picture producers and in servicing sound booths in theatres. He said it has agreements with all picture companies but none with broadcasters and that the radio engineers would probably be organized separately. If the WHN engineers joined IBEW, as some station technical staffs have done, IATSE would not contest that union's authority, he stated, as it is also an AFofL affiliate. He said that if the NLRB ordered WHN to recognize ARTA the IATSE would probably call a strike, but that he could not say definitely that they would.

The case was presented by Lester M. Levin of NLRB. Irving H. Greenfield was counsel for WHN and Murray S. Kaplan for IATSE.

Akron Union Started

At WJW, Akron, a group of announcers and engineers met early in July, formed the Radio Workers Guild, with Gerald Roberts, chief engineer, as president, and presented their demands for a uniform contract to the station management. A few days later the RWG was taken in as a chapter of ARTA, the CIO communications union, and a contract negotiated with Sam Townsend, station manager.

Fitger Beer Adds

FITGER BREWING Co., Duluth, added WDAY, Fargo, July 15 making the fourth station broadcasting 10-weekly spot announcements calling attention to the beer company's weekly half-hour show on a special Minnesota network and giving details of a contest. Other stations broadcasting the spots are WCCO, KFYR and WEBC. The network program is broadcast Friday evenings over WCCO, WEBC, WMFG and WHLB. Leo Burnett Co. Inc., Chicago is the agency.

Amos 'n' Andy to Shift Without Break in Series

CAMPBELL SOUP Co., Camden, has signed *Amos 'n' Andy* for a three-year term beginning Jan. 3, 1938. Continuing on the same network on the same days at the same times (NBC-Red, Monday thru Friday, 7 to 7:15 p. m. and 11 to 11:15 p. m.) the team will not miss a single broadcast, signing off their final Pepsodent broadcast after more than eight years under the same sponsorship on Friday, Dec. 31, 1937, and beginning their new series for Campbell on Monday, January 3, 1938.

According to present information they will continue their adventures along the same lines as heretofore, the only differences being the addition of a group of Canadian stations to the 41 outlets of the Red Network now carrying the *Amos 'n' Andy* programs and the change in commercials from toothpaste to soup. Agency for Campbell is F. Wallis Armstrong Co., Philadelphia, with Lord & Thomas acting as agents for the team.

With its sponsorship of the blackface team Campbell will be returning to NBC, on which it formerly sponsored a half-hour morning program every day but Sunday and an evening half-hour once a week. For the past few years, however, the Campbell radio advertising has been exclusively CBS, on which it currently sponsors the Friday night *Hollywood Hotel* full hour programs and the half-hour *Ken Murray* shows on Wednesdays. Whether either or both of these programs will be affected by the new series has not been announced.

Independent Musicians Reject Offer of Petrillo

THE EXECUTIVE board of the American Musicians Union, Chicago independent group, has refused James C. Petrillo's offer to join his Chicago Federation of Musicians, although nearly 50 members of the AMU have bolted the group to join the CFM. Mr. Petrillo, to offset the CIO, had written letters to the AMU men offering to make them members in installment plans—$5 down and $5 per month until the $50 initiation dues were paid.

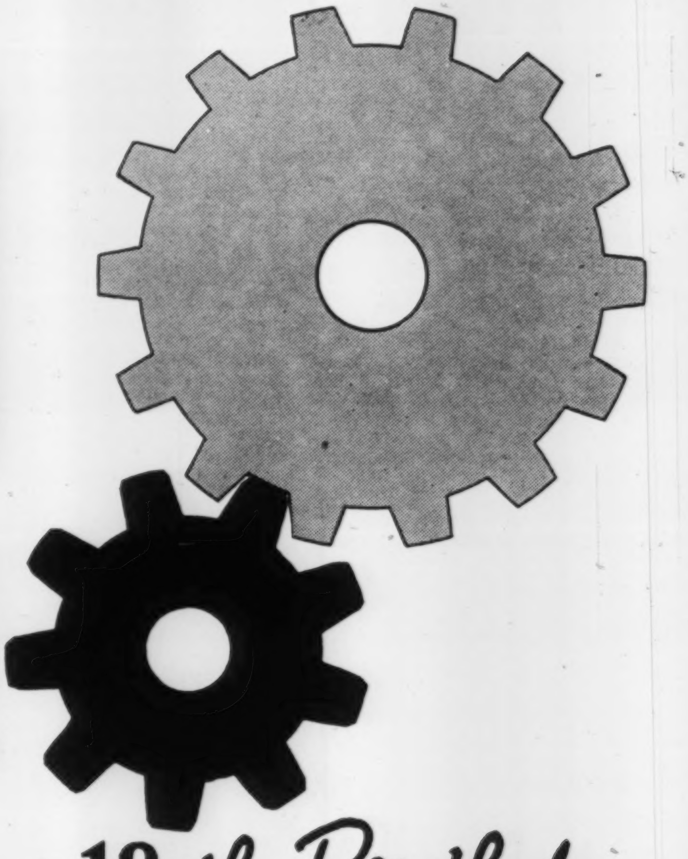
Although the AMU has not actually received a CIO charter yet, unofficial recognition has been given it because the bandsmen have been playing at numerous CIO affairs. The AMU boasts nearly 1,000 members as compared to Mr. Petrillo's 5,600, and it was Mr. Petrillo's intention to consolidate the two rival unions. AMU musicians told BROADCASTING that Mr. Petrillo was not offering them anything that could not be obtained by any other musician.

Midwest to Meet

MIDWEST BROADCASTING Co., successor to the old Affiliated Broadcasting Co., will hold a meeting in Chicago the first week in September.

HANFORD'S SWEET BUTTER Co., New York, has appointed Norman B. Furman Inc., New York, as its advertising agency. Company is currently using six English and six Jewish announcements weekly on WBNX, New York.

GEARED FOR GREATER GREATNESS



on our 10th Birthday

Birthday Broadcast

SUNDAY, JULY 25th

A history-making outdoor broadcast—direct from our transmitter location—will mark the Tenth Birthday celebration of WTMJ. From early morning 'til late afternoon, more than 20,000 guests will be royally entertained. Inspection tours will be the order of the day—advertiser's display booths will be featured. Folks won't forget this "party"—nor will they forget *you* if your product is among those present!

New! 400-FOOT RADIATOR
New! HIGH-FIDELITY TRANSMITTER PANEL
New! BROADCAST STUDIOS

A heap of hammering has been going on 'round WTMJ these past two years. Riveters and riggers have been busy. Wire "planters" and painters, too.

But now, all is quiet on our eastern and western fronts. Our two-year progress program has been completed. And on this, the tenth anniversary of our birthday, we're proud of the wonders the workers have wrought.

First, we see a battery of sleek, streamlined studios—air-conditioned, acoustically perfect, mechanically modern—all aimed at the bull's-eye of flawless input!

Next, our eyes climb skyward up the dizzying height of our new 400-foot vertical radiator . . . then back to earth, to rest on a transmitter of the most recent type. We throw out our chest a little when a hard-bitten engineer tells us that the fidelity and coverage of our output has been ballooned 28 per cent!

Thus, with score after score of advancements in design and equipment, WTMJ reaches newer, loftier peaks in radio quality. Thus, with matchless broadcast and reception betterments, WTMJ extends its overwhelming popularity with Wisconsin listeners. *The leader remains the leader!*

Here, surely, is definite advertiser assurance of broadcast perfection. Here, truly, is trustworthy promise of more ears for the advertiser's money.

We urge you to gear in with this prosperous, profitable market . . . through the geared-up facilities of a Greater WTMJ!

THE MILWAUKEE JOURNAL STATION

Edward Petry & Co., Inc., Representatives

NEW YORK — DETROIT — CHICAGO — SAN FRANCISCO

WTMJ

XUM

FOUR-STATION NET IN THE NORTHWEST

A FOUR-station northwestern combination — comprising KFPY, Spokane; KRSC, Seattle; KXL, Portland; KGIR, Butte—was announced July 8 with completion of arrangements whereby the stations will be sold nationally as a unit. In addition, any combination of the stations will be available on a regional network basis with Postal Telegraph lines used. Programs will be interchanged on a regular schedule.

Arrangements for the hookup were completed by T. W. Symons Jr., operating KFPY and KXL, Ed Craney, operating KGIR, and Robert E. Priebe, operator of KRSC. The former three stations are jointly operated by the Symons-Craney group.

At the same time is was announced that Joseph H. McGillvra, station representative, would represent the combination. A joint rate card will be announced.

Broadcasts Play Big Part in Program Of Scouts at Jamboree in Washington

RADIO is credited by Boy Scout executives with much of the success achieved by the Boy Scout Jamboree, which wound up a busy week in Washington on July 8. Broadcasting networks cooperated with Scouts to give the event even more extensive coverage from the national capitol than marked the inauguration of President Roosevelt last January.

Besides a schedule of some 50 broadcasts from the Jamboree site, networks had for weeks carried pre-Jamboree programs and individual stations all over the country had joined with the networks in plugging the event. The result was that some 25,000 Scouts were in the capital city, countless other thousands of visitors swarmed over the 300-odd acres of tents and booths, and millions in the United States and other countries participated via the loudspeaker.

Scouts themselves proved intensely radio-minded, the youths providing talent for many of the Jamboree broadcast programs. In addition many of them had their own amateur sets and a shortwave set was operated from Jamboree headquarters to dispatch and receive messages, official and personal to and from Scouts and relatives.

Network Studios

The three major national networks—NBC, CBS and Mutual, had fully-equipped studios in their exhibit booths and nearly 100 announcers, engineers and production men handled the broadcasts, besides answering questions from crowds of lads who wanted to know more about technical details. Shortwave stations of the national networks relayed the Jamboree programs to foreign countries.

Augmenting the camp studios of the networks were pack transmitters that were carried like a knapsack and elaborate trucks equipped with transmitters capable of contacting network points as far away as 50 miles.

Culmination of the radio activity at the Jamboree were the closing night events, when mobile units connecting perhaps 200 network stations described President Roosevelt's drive from the Capitol to the White House reviewing the Scout's "stationary parade." At the reception later at the White House grounds and the farewell events, the networks were in the center of activity. These programs wound up a series of broadcasts that had started June 27 when first arrivals at the Jamboree camp sites were interviewed on the air.

On July 5 the networks broadcast what was described as the largest choir ever to appear on the air, a choir of 25,000 boys singing in unison from the base of Washington Monument. The event was a non-sectarian inspirational convocation. The same day a high pontifical mass was carried to the world by radio.

A number of regular network programs were shifted to the Scout center during the Jamboree, one of the most interesting being the *Magic Key* on NBC-Red with John B. Kennedy interviewing the lads and injecting authentic Jamboree atmosphere into the broadcast. Lowell Thomas was another commentator who went to the Monument site for atmosphere. Lanny Ross, a former scout, sang at the Grand National Convocation on the night of July 4.

Out of the Jamboree came the news that a network of Boy Scout amateur stations is planned. With some 350 of them licensed to operate "ham" sets, the Scouts believe that a chain of stations would prove of public service in case of emergency and besides would provide experience in relaying messages of the type enjoyed by amateurs who cooperate with the Army in handling shortwave service.

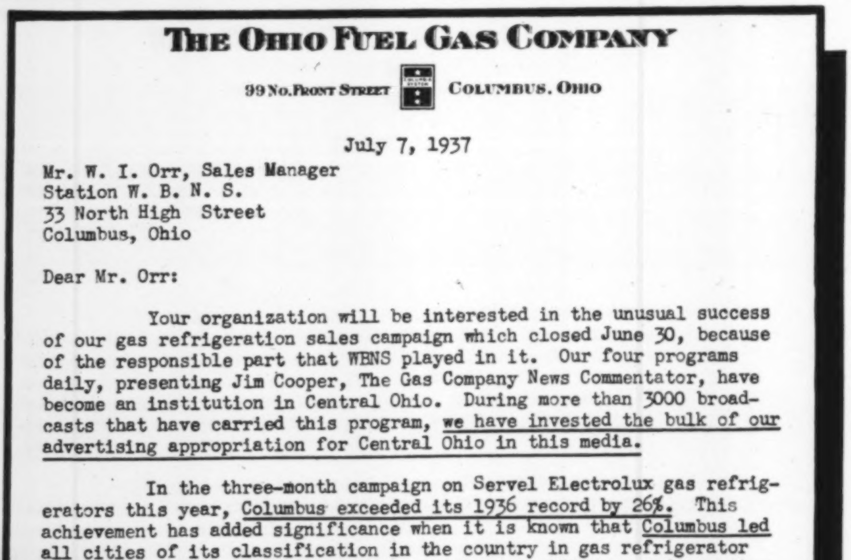
The Jamboree youths operated their own shortwave station, W3USA, during the event, using a new model Coast Guard 93-foot radiator and a Collins transmitter also provided by the Coast Guard. Operating on 3505 kc., the Scouts sent code messages to their homes.

Henry W. Yahnel, of Helmetta, N. J., a scoutmaster, was in charge of the shortwave setup. Broadcast program activity at the Jamboree was directed bv Leslie C. Stratton, New York, director of Scout public relations.

Will Promote Tea

FINANCED by tea growers in India, Java, Ceylon and Sumatra, the Tea Bureau of the United States has been formed in New York to promote the consumption of black tea in this country. It plans a $1,000,000 campaign during the next 12 months, using newspaper, magazines and other media. William Estey & Co., New York, is the agency. Benjamin Wood, formerly with *Good Housekeeping*, has been appointed managing director of the organization, which takes over the functions of the Tea Market Expansion Bureau organized in 1936.

REPUBLIC PICTURES has purchased the movie rights to *The Lone Ranger*, dramatic cowboy serial of the radio which Gordon Baking Co., Detroit, sponsors three times weekly on MBS in the interest of Silvercup Bread. The firm will make a 15-episode serial of the story.



THE OHIO FUEL GAS COMPANY
99 No. Front Street Columbus, Ohio

July 7, 1937

Mr. W. I. Orr, Sales Manager
Station W. B. N. S.
33 North High Street
Columbus, Ohio

Dear Mr. Orr:

Your organization will be interested in the unusual success of our gas refrigeration sales campaign which closed June 30, because of the responsible part that WBNS played in it. Our four programs daily, presenting Jim Cooper, The Gas Company News Commentator, have become an institution in Central Ohio. During more than 3000 broadcasts that have carried this program, we have invested the bulk of our advertising appropriation for Central Ohio in this media.

In the three-month campaign on Servel Electrolux gas refrigerators this year, Columbus exceeded its 1936 record by 26%. This achievement has added significance when it is known that Columbus led all cities of its classification in the country in gas refrigerator sales last year. In 1936 Columbus exceeded its 1935 gas refrigerator campaign sales by a fraction over 100%. In the same campaign 1935 exceeded 1934 by 57.4%. It was in 1934 that we first used Jim Cooper on WBNS. That year's spring gas refrigeration campaign exceeded 1933, our biggest previous campaign, by 171%. So you can see that since using this program, we have increased our campaign sales of Electrolux in Columbus by 975%.

Of course, during this time the product was improved, conditions were bettered and we raised the standard of our sales force, but Columbus increased its business considerably over the increases in our territory beyond the area served by WBNS.

It is significant that in the campaign just closed a special reward was offered to salesmen who sold 60 or more refrigerators in the 77 selling days of April, May and June. Wholesale orders were excluded so the business all came from individual purchasers. Out of 26 salesmen in Columbus, 15 of them won the distinction of selling 60 or more refrigerators, the high and second high men selling 97 and 96 gas refrigerators respectively.

We want to express our appreciation to WBNS for the part you have played in contributing to our success.

Very truly yours,

James E. Humphreys
Advertising Manager

James E. Humphreys
RN

WBNS

WANT TO KNOW MORE?
ASK JOHN BLAIR & CO.

KXYZ

HOUSTON
TEXAS

KRIS

CORPUS CHRISTI
TEXAS

Join the *National Broadcasting Company* on Aug. 1, 1937

Two New Mediums of Proved Power For the National Advertiser Interested In Prosperous, Fast-Moving South Texas

- **1** *Management*
- **1** *Order for both Stations*
- **1** *Check pays the bill*
- **1** *Set of Continuity Serves both Stations*
- **2** *Sets Merchandising Men to add impetus to your business in South Texas*

Advertisers and Agencies in this section consider these stations indispensable in any plan to interest and sell the people of these rapidly-growing communities.

The unusually powerful listener influence exercised by both KXYZ and KRIS has been constructed by means of a policy that renders essential service.

South Texans keep these stations tuned in for Trans-Radio News, Sports Programs and Reports, and numerous other Features not available from other sources, resulting in a coverage that has been tremendously productive for a long list of successful users of station time.

Now, with the added interest of NBC service, and with a merchandising set-up that covers every sectional source of retail distribution, KZYZ and KRIS are in exactly the right position to do a "bang up" job for the national advertiser.

Gulf Coast Broadcasting Company

Gulf Building . . . . . Houston, Texas

THESE STATIONS ARE PRIMARILY INTERESTED IN CREATING
ADVERTISING VALUE
FOR THE BUYER OF RADIO STATION TIME

First Radio Institute Conducted in Southwest

THE Southwest's first Radio Institute, attended by 150, was conducted by Southern Methodist University in Dallas July 7 as part of its summer Radio Workshop session which concluded July 12. The Institute was presided over by Dr. C. O. Clough, extension director of SMU, and Ben H. Farrow, former director of the *Ohio School of the Air* and instructor in the Radio Workshop, who will spend the next six weeks conducting a Radio Workshop at the University of Texas, after which he will join WBEN, Buffalo, as educational director.

Principal speakers included Martin Campbell, general manager of WFAA; Mrs. J. C. Vanderwoude, state radio chairman, and Mr. Darrow. Students at SMU, just before Mr. Darrow departed, formed the *Darrow Radio Guild* in his honor. It is planned also, as a result of his visit, to institute a *Texas School of the Air*.

CBS Outlet in Fresno

WHEN the new KARM goes on the air in Fresno, Cal., using 100 watts on 1310 kc. in accordance with a July 2 authorization by the FCC Broadcast Division, CBS reports it will join CBS, which since Jan. 1 has been without an outlet in that city. KMJ, the McClatchy station in Fresno, joined NBC at the beginning of this year, shifting with the other McClatchy stations off CBS. The station's construction is expected to be completed by Oct. 15 unless rival applicants for new facilities in Fresno appeal. The effective date of the grant is Aug. 10. The licensee is George Harm, local Cadillac, LaSalle and Oldsmobile dealer for Don Lee and operator of a truck line and shipping warehouse.

WHEN WAIM, Anderson, S. C., joins the CBS network on July 18, the dedicatory program will feature the presentation of 16 scholarships to local young men and women who won top places in WAIM's *School of the Air* contest.

OLDEST—Shriner attending Detroit convention in June is interviewed for CKLW, Windsor-Detroit, and Mutual Network, by Announcer Joe Gentile (behind microphone at right) while Art Sutton, CKLW program manager (in white), looks on. From this stand, in addition to interviewing the 91-year-old Shriner, MBS carried details of the big convention parade.

Committee Membership Considered by Elmer as He Assumes NAB's Helm

APPOINTMENT of committees of the NAB for 1937-1938 is under consideration by John Elmer, WCBM, Baltimore, newly-elected NAB president.

In Washington on July 8 to go over industry affairs with James W. Baldwin, NAB managing director, Mr. Elmer asserted that he hopes to complete his personnel of the NAB committees within a short time. Major attention is being given to the appointment of a Legislative Committee of 48, with the members to include a broadcaster from each state in the country. Other committees to be appointed include the Commercial Section and its various divisions and the Engineering Committee.

Mr. Elmer has announced definitely that he plans to spend at least one day each week at NAB headquarters and he has invited members to visit him at the offices in the National Press Building. He has selected Thursday as his regular day at NAB headquarters but he plans to spend as much additional time in Washington, only 35 miles distant from his native Baltimore, as may be necessary in the conduct of the association's affairs.

Since the Chicago convention last month, Mr. Elmer declared, he has conferred with Mr. Baldwin on mandates of the business meetings. Plans have not yet been crystallized on any phases of the association's new activity during the coming year, he said.

KTMS INSTALLATION HAS NEW FEATURES

FEATURING several new departures in engineering technique, the new KTMS, Santa Barbara, Cal., 500 watts on 1220 kc., will go on the air on or about Aug. 15 with Norman R. McLaughlin as general manager. Construction of the station by the *Santa Barbara News & Press*, of which T. M. Storke is publisher, was authorized last Feb. 9.

Studios are now under construction and will occupy a wing of the *News-Press* Bldg. Norman D. Webster, chief engineer of the McClatchy stations, is consulting engineer supervising the installation of the transmitter, which will have two 250-foot vertical radiators space-phased 180 degrees and top-loaded 87 degrees in accordance with the recent IRE paper by Dr. G. H. Brown, now of the firm of Godley & Brown, consulting engineers. The directional is designed to concentrate coverage to the Northwest and Southeast and to eliminate waste coverage over the Pacific Ocean to the South and the sparsely populated mountainous regions to the North.

C. M. Mugler, of the Acoustical Engineering Co., Los Angeles, has been engaged as acoustical engineer supervising the studio installations. He recently completed the KEHE studios in Los Angeles and the KFWB studios in Hollywood.

Manager McLaughlin until recently was an account executive with the Don Lee System. Previously he was with the McClatchy stations as manager of KWG, Stockton, and KERN, Bakersfield. The station's chief engineer will be Clinton C. Van Cott, who has resigned as chief engineer of KERN and joins KTMS Aug. 2.

UNDELIVERED *and* UNCLAIMED

NO OTHER basic network station delivers primary coverage throughout the WOWO primary area—or even claims to.
Without WOWO all network coverage maps record incomplete coverage of the rich and responsive tri-state market (61 counties in Indiana, Ohio and Michigan) which is WOWO's radio community. To the 571,003 families (owning 417,500 radio sets and buying $520,300,000 of merchandise annually) in this community, WOWO is their home town station; 1160 kc. their radio main street.

J-99487

WOWO *the* HOOSIER STATION

Westinghouse Radio Stations, Inc. Fort Wayne, Ind.
10,000 Watts NBC Basic Blue
E. KATZ SPECIAL ADVERTISING AGENCY

OKLAHOMA STARTS SPENDING A $55,000,000 WHEAT CROP!

● With the best cash crop of wheat since 1928 put away, Oklahoma farmers are feeling flush and ready to let themselves go. With their incomes from wheat doubled over last year, they have become A-1 prospects for sellers of everything from toothpaste to tractors.

The way cotton and other major crops are lining up, Oklahoma's rural population is due to continue hitting one jackpot after another during the balance of the year.

Go to them now with your sales story while they are looking for buying ideas.

WKY, most frequent and welcome guest in the farm homes of Oklahoma, will take you directly into the family huddles where plans for spending a $55,000,000 wheat crop are now being made.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY.

XUM

CBS Sued by Rosenstein For Alleged Script Misuse

CHARGING unauthorized use of a radio serial titled *Dick Barnes, Hollywood's Star Reporter,* Jack Rosenstein has filed a $15,000 suit in the Los Angeles Superior Court against Columbia Broadcasting System of California Inc., Milton Weinberg Adv. Co., A. J. Krank Co., Milton Weinberg and Lloyd Pantages. Rosenstein in his suit alleges that he submitted his program to the defendants last year and that later his material was used on CBS by those named in the suit, under title *Lloyd Pantages Covers Hollywood.*

A. J. Krank Co., St. Paul (cosmetics & shaving cream), sponsors *Lloyd Pantages Covers Hollywood* weekly quarter-hour news program, on 6 CBS Pacific Coast stations, having started May 26 for 52 weeks, the broadcast originating from KNX, Hollywood. Pantages is a former Hollywood syndicate writer. Milton Weinberg Adv. Co., Los Angeles, is the agency.

Demand for High Frequency Facilities Made at Conferences Held in Europe

A WORLD-WIDE demand for additional high frequencies for international broadcasting, together with pleas of commercial aviation for more bands, probably will feature the International Tele-communications Conference to be held in Cairo beginning Feb. 1 of next year, it was indicated July 12 by J. C. McNary, Washington consulting engineer of the firm of McNary & Chambers. Mr. McNary was NAB observer at two international radio conferences held in Europe during May and June and has just returned to this country.

How prominently the regular broadcast band will figure in the Cairo discussions, Mr. McNary said, is problematical at this time. He asserted there was considerable talk at the International Radio Consulting Committee (CCIR) conference in Bucharest regarding increase in the regular broadcast band to 1600 or 1700 kc. as a means of benefiting the tropical countries, where those frequencies apparently work best. There was little talk of widening of the band below the 550 kc. limit prevailing in this country, although European countries are using two bands in the lower end of the spectrum.

American Representatives

The CCIR Conference, which Mr. McNary attended as a non-voting delegate for the NAB, was held from May 21 to June 8. This conference is purely recommendatory in its scope and many technical matters relating to broadcasting, such as changes in tolerances, were considered with a view of presentation to the Cairo Conference, which is a treaty-making conclave held every five years. Some 30 nations were represented at the meeting. More room for international high-frequency broadcating was asked, with the conclusion that the subject be taken up at Cairo.

Allocation of frequencies to particular nations was not touched at Bucharest, with the understanding it would come up at Cairo. The American delegation at the conference was headed by Dr. John H. Dellinger, radio chief of the Bureau of Standards, and included Capt. S. C. Hooper, Navy Department, Col. S. D. Crawford, Signal Corps, Francis deWolf, Chief, Treaty Division, State Department, and Gerald C. Gross, Chief, International Section, FCC. In addition to Mr. McNary, other non-voting delegates included Dr. C. B. Jolliffe, former FCC chief engineer, for RCA and NBC, and E. K. Cohan, technical director of CBS.

The International Broadcasting Union (UIR) Conference held at Lausanne, Switzerland, June 16-25, also was attended by Mr. McNary. The organization is made up of the radio administrations of practically all countries of Europe, with leading broadcasting organizations of other nations as associate members. Some 33 nations were represented.

The Technical Committee of the UIR devoted most of its attention to high-frequency international broadcasting without formulating any definite policy but it adopted a plan to make additional observations as to the type of service stations operating internationally are rendering both in Europe and in this country.

There have been complaints of great interference by these stations, and the UIR was concerned with a way of alleviating the interference through making available additional wavelengths for the purpose. It was concluded also that the Cairo Conference would have to settle this controversy.

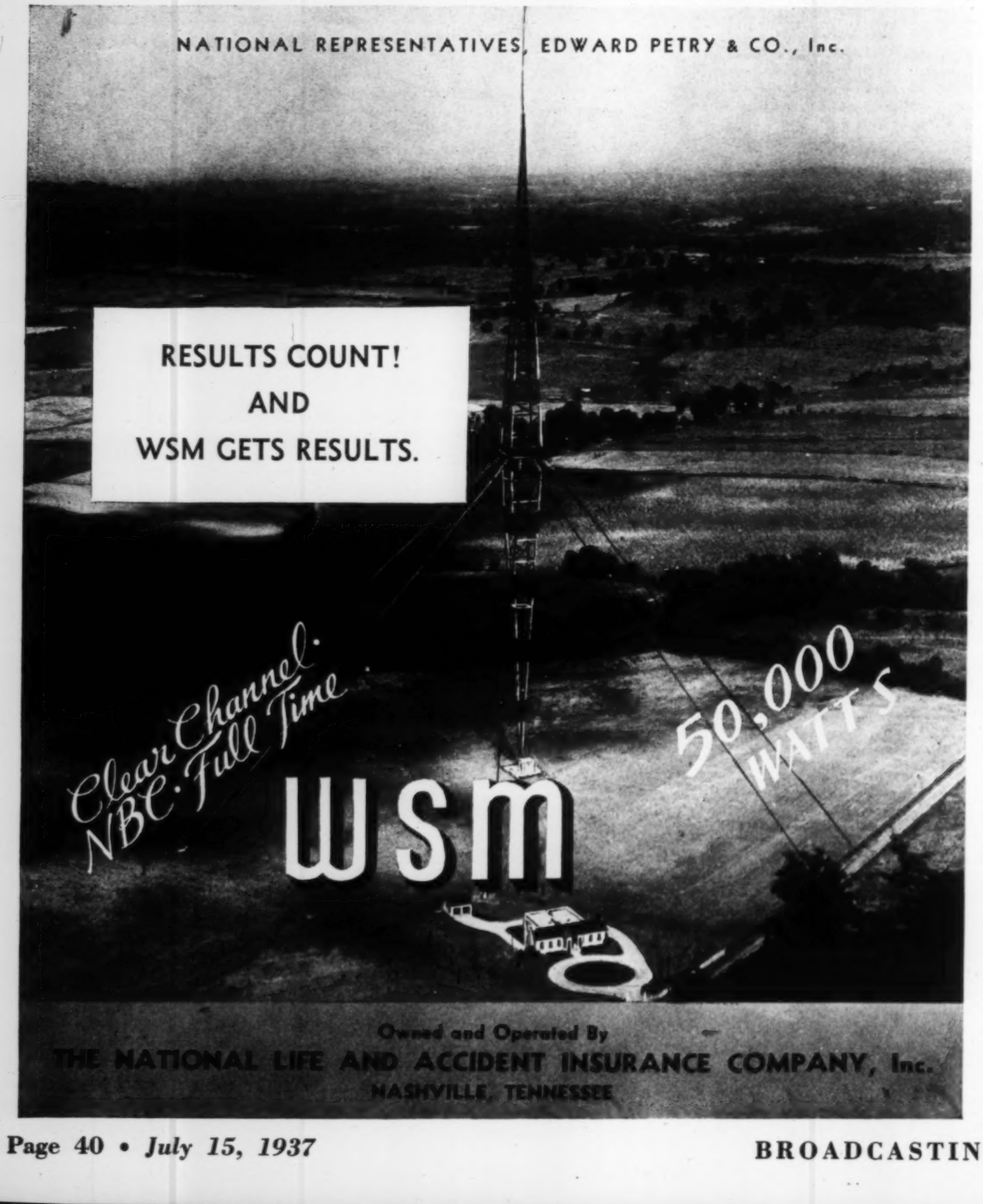
In addition to the demand for additional international broadcasting frequencies, commercial aviation, by virtue of its rapid development during the past five years, also is demanding more wave bands. It appears at this time, therefore, that international broadcasting and aviation service will be pitted against telegraphic services, ship-to-shore telephone services and the amateurs for more frequencies.

Attending the Lausanne Conference in addition to Mr. McNary were Cesar Saerchinger and his successor as CBS European representative, Edward R. Murrow, and Dr. Jolliffe and Max Jordan for NBC.

The Egyptian Government already has appointed an organized committee for the international conferences under the chairmanship of the Minister of Communications. Thus far, it was stated, the Egyptian Government has received more than 1,200 amendments to the convention adopted at the last conference at Madrid, which lasted 99 days. It was estimated the Cairo Conference would run six weeks.

WCAU Announcers' Farm

THE WCAU system of farming out announcers begun last year by Stan Lee Broza, program director, to overcome the shortage of experienced announcers has resulted in the addition to the WCAU announcing staff of George Thomas. WCAU, Philadelphia, retains an option on the services of prospective announcers who are sent to small stations in and near the city to get experience and training. The arrangement gives the small stations the advantage of getting better announcers than are usually obtained from local auditions. Mr. Thomas comes to WCAU from WHAT, Philadelphia.


NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., Inc.
RESULTS COUNT!
AND
WSM GETS RESULTS.
Clear Channel · NBC · Full Time
50,000 WATTS
WSM
Owned and Operated By
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, Inc.
NASHVILLE, TENNESSEE

"It's A Pushover"

WHEN KRGV DOES THE PUSHING

LOWER
VALLEY GRANDE
"TEXAS 4TH CITY"
"THE HOME OF K-R-G-V"

HERE'S WHY!

1. The *4th Major market* of the Nation's greatest state.
2. NBC's *Southernmost outlet* (effective August 1st).
3. Over *200,000 people* in KRGV's primary area.
4. Served by "*One Station Only*"—KRGV.
5. Over *30,000 radios* within a radius of 40 miles.
6. 1000 watts of power—*full time*.
7. NBC Thesaurus—Standard Radio—MacGregor—and Transradio Service.
8. A marketable crop "*Every Month*" of the year.
9. $38,000,000.00 "Agricultural" annual income.
10. *304 producing* oil wells (in 4 counties).
11. "*Two*" Deep Water Sea Ports.

"Pushover" Your Sales Campaign With —

~ KRGV ~

WESLACO, TEXAS

SERVING LOWER VALLEY GRANDE "TEXAS' 4TH CITY"

National Representatives

WILSON & ROBERTSON

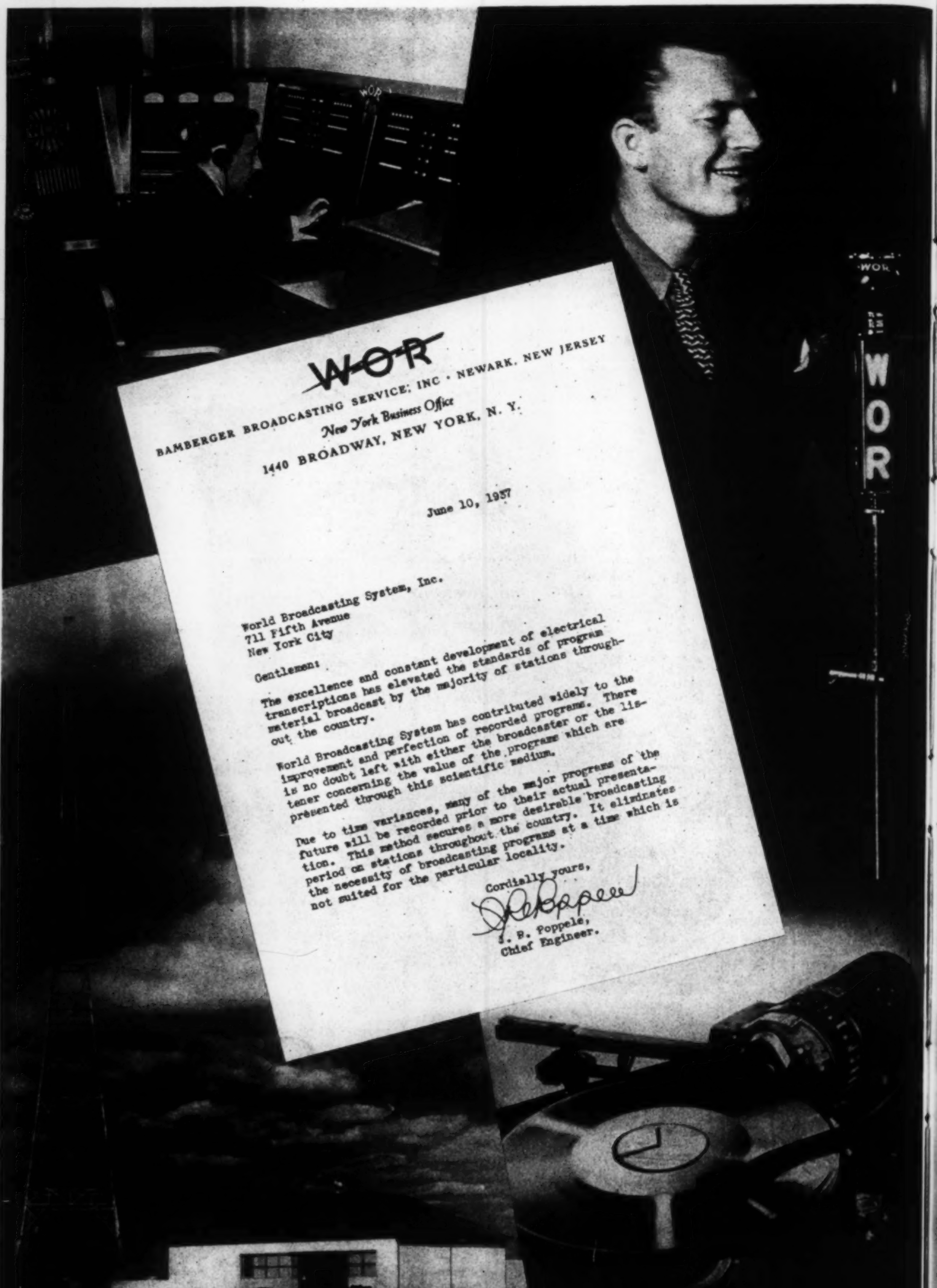
KANSAS CITY — CHICAGO — NEW YORK

SUBSCRIBERS

ALABAMA	
WSGN	Birmingham
WMFO	Decatur
ARIZONA	
KOY	Phoenix
ARKANSAS	
KUOA	Siloam Springs
KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KGER	Long Beach
COLORADO	
KFEL	Denver
KFKA	Greeley
KGHF	Pueblo
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WTFI	Athens
WGST	Atlanta
WMAZ	Macon
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MAINE	
WCSH	Portland
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
WAIR	Winston-Salem
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown

WOR master control

Jack Arthur "on the air"



WOR
BAMBERGER BROADCASTING SERVICE, INC • NEWARK, NEW JERSEY
New York Business Office
1440 BROADWAY, NEW YORK, N. Y.

June 10, 1937

World Broadcasting System, Inc.
711 Fifth Avenue
New York City

Gentlemen:

The excellence and constant development of electrical transcriptions has elevated the standards of program material broadcast by the majority of stations throughout the country.

World Broadcasting System has contributed widely to the improvement and perfection of recorded programs. There is no doubt left with either the broadcaster or the listener concerning the value of the programs which are presented through this scientific medium.

Due to time variances, many of the major programs of the future will be recorded prior to their actual presentation. This method secures a more desirable broadcasting period on stations throughout the country. It eliminates the necessity of broadcasting programs at a time which is not suited for the particular locality.

Cordially yours,

J. R. Poppele,
Chief Engineer.

WOR transmitter tower

"World" disc on WOR turntable

" . . . this scientific medium"

From his experience with transcription broadcasts over "One of America's Great Stations," J. R. Poppele, Chief Engineer, WOR, Newark, N. J., says—

"World Broadcasting System has contributed widely to the improvement and perfection of recorded programs. There is no doubt left with either the broadcaster or the listener concerning the value of the programs which are presented through this scientific medium."

The scientific accuracy of recordings made at Transcription Headquarters is apparent in two important ways. First, World's wide range Vertical facilities (in New York, Chicago and Hollywood) were developed by the best brains in sound reproduction, combining the engineering talents of Bell Laboratories, Western Electric, Electrical Research Products, Inc., and World Broadcasting System. . . . Second, the results of World's method prove the value of the service rendered to many advertisers and many radio stations. And these results are written in figures that show the biggest rate-of-gain in the industry's history.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON

WBS

SUBSCRIBERS

OKLAHOMA	
KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa
OREGON	
KFJI	Klamath Falls
KOIN	Portland
PENNSYLVANIA	
WCBA-WSAN	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton
RHODE ISLAND	
WJAR	Providence
SOUTH DAKOTA	
KABR	Aberdeen
TENNESSEE	
WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville
TEXAS	
KFDM	Beaumont
KRIS	Corpus Christi
WBAP	Ft. Worth
KTSM	El Paso
KXYZ	Houston
KFRO	Longview
KRLH	Midland
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls
UTAH	
KDYL	Salt Lake City
VERMONT	
WCAX	Burlington
WNBX	Springfield
VIRGINIA	
WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke
WASHINGTON	
KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima
WEST VIRGINIA	
WHIS	Bluefield
WISCONSIN	
WEAU	Eau Claire
WHBY	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau
WYOMING	
KDFN	Casper
KWYO	Sheridan
HAWAII	
KGMB	Honolulu
CANADA	
Alberta	
CFAC	Calgary
CJCA	Edmonton
British Columbia	
CJAT	Trail
CKWX	Vancouver
Manitoba	
CJRC	Winnipeg
New Brunswick	
CHSJ	St. Johns
CKCW	Moncton
Nova Scotia	
CHNS	Halifax
Ontario	
CKPC	Brantford
CRCO	Ottawa
CKCL	Toronto
CKLW	Windsor
Province of Quebec	
CKAC	Montreal
CKCV	Quebec
CHLT	Sherbrooke
Saskatchewan	
CJRM	Regina
FOREIGN	
Australia	
5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney
New Zealand	
1 ZB	Auckland
3 ZB	Christchurch
4 ZB	Dunedin
2 ZB	Wellington
France	
Radio-Toulouse	Paris
Mexico	
XEW	Mexico City
Union of South Africa	
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)	

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Day of the Local

DURING THE last 18½ months, the FCC has authorized the construction of 88 new broadcasting stations, not counting a half dozen or so removals from one community to another. Most of the new stations are low power locals, though some are daytime regionals and a handful are full-time regionals. Though politics may have entered into some of the grants, by and large they were wisely made—especially where they went to communities not now being served by local outlets, as most of them were.

Right here we want to say a few more words in recognition of the locals, the "hundred watters" that are now coming into their own. That they render a needful local and sometimes national service is often demonstrated, as witness the magnificent work of local stations in the Texas school explosion disaster a few months ago. That many of them have had to scratch for a living until recently is well known—but now the economic scales seem to be turning in their favors as they prove their worth not only to local merchants but to national and regional distributors.

Best business testimonial of all that the locals have been getting in the last year or so, however, is the fact that so many of them are being added to the major networks, almost always on the advice of the canny market research staffs of those networks. Once they were scorned by the networks as outlets; now they are eagerly welcomed, and several dozen of them in large cities and small now have or will soon have network affiliations. It is concrete recognition of the fact that the local station, like the local newspaper, enjoys a following oftimes overshadowing the high-power or regional station tuneable in its community, an audience that buys the same goods the big broadcasters also are selling.

WWJ Program Plan

BACK in 1920, the station that is now WWJ, Detroit, had something to do with the onset of this thing called broadcasting. Although there has never been a conclusive finding, WWJ claims the distinction of having been the first station still extant to begin regular operation. KDKA, Pittsburgh, makes a similar claim. It is certain, however, that these stations ran one-two as the progenitors of regular broadcasting.

Now WWJ, through its youthful and aggressive head, William J. Scripps (who as an amateur hobbyist founded WWJ for his father's *Detroit News*) has ventured upon another pioneering effort. He has ordained a radical new policy governing WWJ programs. Under his "balanced programming" plan, fully described in the last issue of BROADCASTING, commercial sponsorship would become a secondary consideration. He feels that an impending revolution of the public against sameness of programs and inferior offerings thus can be averted.

We are all in favor of better programs, more carefully planned. We believe WWJ has taken a courageous and commendable stand. We know the motives are proper. But we doubt whether the plan is practicable for general application to all broadcasting outlets. WWJ, because of its position as the adjunct of a great newspaper, is more ideally suited for the experiment than most stations.

In this issue we publish the reactions to the WWJ plan of leading figures among advertisers, agencies and stations. Practically all agree that the step is a gallant one. But most of the individuals inject their own views as to how the result can best be accomplished.

We do not admit that the program situation is as dangerous as Mr. Scripps views it. Yet we are strongly in favor of any movement that will tend to improve the level of radio's offerings and bring about greater diversification. Mr. Scripps proposes to build sustainings on a take-it-or-leave-it basis insofar as sponsorship is concerned, but we feel that by so doing he will tend to shut off the avenues of ideas that lead from agencies and from advertisers themselves. We think too, that the listener has a way of showing whether he favors particular programs or successions of programs and we have not detected any united outcry against the prevaling program menu.

Finally, it is clear that advertisers will use radio only so long as they get results. The program must pay. If, under Mr. Scripps' plan, the identity of the sponsor will be submerged to such an extent as to make justifiable returns difficult, then it is entirely wrong.

The WWJ plan, as it progresses, will bear close watching. If it works as Mr. Scripps predicts, there will be plenty of stations prepared to follow suit. And if it doesn't, some good still will be accomplished for it focuses attention in the right direction.

IF PRE-SEASON plans of agencies mean anything, broadcasters will see spots before their eyes in greater numbers than ever before. That augers well for another banner year. Once again we urge broadcasters to "eye those spots" lest they tend to unbalance their programs by cramming too much in the way of commercials in too short a period.

The White Resolution

TODAY there are pending in Congress two resolutions proposing investigations into broadcasting and its regulation. One is the Connery Resolution, introduced at the opening of the session and now languishing in the House, which from the start had all of the earmarks of a headline-hunting, sensation-seeking fishing expedition by a select committee. The second, introduced within the last fortnight, is that offered by Senator White (R-Me.), proposing a studious, fact-finding inquiry by a standing committee of the Senate, or one of its subcommittees, to appraise existing conditions and devise new policies if they are deemed necessary.

Senator White is a close student of communications and radio. He is perhaps the best informed man in Congress on the subject. He is a conservative. He was co-author of the original Radio Act of 1927, and he is familiar with its shortcomings. He also is cognizant of the conditions existing in the regulation of radio which were not contemplated by the framers of that original law.

The White Resolution is an amazing recital of practically every charge and every controversy that has arisen in radio and its regulation during the last half-dozen years. There are implications of possible rate regulation for broadcasting. Such mooted questions as newspaper ownership of stations, of allegations of monopoly, of network regulation, of stock selling, of improprieties in regulation through purported exertion of political pressure, are all raised in the all-inclusive measure.

It would be folly to attempt to brush aside the White Resolution with the assertion that all of the charges are groundless. Radio regulation has not been above reproach by any means. Senator White does not charge that broadcasters are to blame. On the contrary, he says they simply have taken advantage of the existing situation.

He implies, and perhaps properly, that the major portion of prevailing questionable practices can be traced to a regulatory body which has followed the course of least political resistance. He believes that by getting all of the facts the laws can be buttressed and a better broadcasting service can result.

We have held in these columns that an investigation of radio is inevitable. So much propaganda has been spread in Congress about the industry that the Congressional cravings can be appeased only by an inquiry. We believe Senator White is sincere in his motives and constructive in his intent.

Radio broadcasting need not fear an inquiry conducted on such a plane. It can welcome any move by any branch of the Federal establishment which would point the way to a better public service, free from political axe-grinding, and uninfluenced by self-serving groups ever alert to pounce upon radio.

Let there be an investigation along the lines proposed in the White Resolution. We are confident that the result will quiet for another decade the tongue-wagging of the professional radio-baiters.

We Pay Our Respects To —

CHESTER BOWLES

RADIO, it often has been said, is a young man's business. And 36-year-old Chester Bowles, chairman of the board of Benton & Bowles Inc., is one of the young men who has done most to prove the statement. With 17 network broadcasts on the air every week, and spot campaigns on more than 100 stations, the radio appropriations of his agency run well into the millions annually. Mr. Bowles himself is intensely interested in the radio phase of his business, and for several years personally engaged in the creation of programs. He is an idea man who frequently has been responsible for important advances in program building and commercial announcement technique. Today he leaves the actual production of all Benton & Bowles' radio programs in the hands of an alert, constantly expanding radio department.

Chester Bowles' marked interest in radio is interesting for at least two reasons. One, just a few years back he was an out-and-out publication man, with little sympathy for the newest medium. Too, he was born into a prominent newspaper family and raised on the tradition that black and white space was head and shoulders above any other form of advertising. His family today owns and operates, as it has for many years, the leading dailies in Springfield, Mass. [*Springfield Republican, Union,* and *News*].

Springfield was the birthplace of Chester Bowles; the date, April 5, 1901. The first 14 years of his life were spent in usual boyhood activities mixed with a liberal portion of printers' ink, and the learning of such expressions as "deadline", "type lice", "make-up" and "printers' devil". At 14 he entered Choate Preparatory School at Wallingford, Conn., where he continued his schooling until entering Yale. There he was prominent in student activities, becoming a member of the Cloister Club and Book and Snake honorary fraternity. He received his BS degree from Yale's famous Sheffield Scientific School in 1924, and returned to Springfield to sell space for one of the family newspapers.

But space selling proved a dull occupation for young Bowles, and after a short period he came to New York to enter the advertising agency field. He found an opening with the George Batten Co., which later was consolidated to form Batten, Barton, Durstine & Osborn, Inc., remaining as copywriter and account executive until in 1929 he joined with another young hopeful, William B. Benton, to organize the firm of Benton & Bowles Inc.

His exceptional ability as organizer, copywriter and idea man were called into full play now, and soon several large national advertisers were listed among the Benton & Bowles clients. Very little money was spent on radio, though, because Mr. Bowles still was a died-in-the-wool space man. But when he did turn to radio, early in the '30's, he did it with his characteristic wholeheartedness, and Benton & Bowles became one of the first of the big New York agencies to take a definite interest in radio.

With the *Maxwell House Show Boat*, for example, he devised a program formula that has proved a favorite over a period of six years, and has been the model for countless other air favorites. His activity in radio grew rapidly after he was convinced of its efficacy, and "hit" programs followed one after the other. Today the Benton & Bowles broadcast schedule is at an all-time high, with such network features as *Maxwell House Show Boat, Palmolive Beauty Box Theatre, Log Cabin Dude Ranch, Adventures of Captain Diamond, Pretty Kitty Kelly, Gang Busters, Myrt & Marge* and *Floyd Gibbons;* and national spot campaigns of large proportions for General Foods Inc., Standard Milling Co., Colgate-Palmolive-Peet Co., Continental Baking Co., Best Foods Inc., and others.

If it is a network program or a spot campaign, Benton & Bowles aims for low "cost per listener." That is its yard stick. You cannot judge the value of a program, it is believed, solely by the Crossley audience reports. You must take into consideration the expense involved in getting that audience.

Many of the high-talent-cost programs, Jack Benny for example, are the best buys in radio because their vast audiences bring the cost-per-thousand listeners down to a very low figure.

But programs like *Gang Busters* with a comparatively low talent cost show a high efficiency when you consider the small expense involved in securing each thousand listeners. The five-times-a-week script shows are also an excellent example of this.

Chester Bowles is a husky six-footer with brown hair and brown eyes. He thinks quickly and acts rapidly when he has reached a decision. Once his course has been defined he follows through with a vigor and thoroughness that keeps both himself and his employes hopping. He is a master at merchandising.

When partner William B. Benton retired last year at the ripe old age of 35, Chester Bowles succeeded him as chairman of the board. But the new title did not mean less work. If anything, it made his days doubly full.

He has three children, Barbara, 9, Chester Jr., 8, and baby Cynthia, who will soon celebrate her first birthday. Mr. Bowles' favorite recreation is sailing. He enjoys books on biographical and historical subjects. In New York City the Bowles family lives at 503 E. 55th St. but weekends are spent in the beautiful country home at Saybrook, Conn., on the Connecticut River.

PERSONAL NOTES

JAMES C. McNARY and Mrs. McNary, the former Bert Siebert of the NAB, returned to Washington July 3 after nearly two months abroad during which time they observed the International Radio Consulting Committee conference in Bucharest and the International Broadcasting Union meetings in Lucerne for the NAB, Mr. McNary is of the Washington engineering firm of McNary & Chambers.

KEN SOBLE, Toronto program director, has been appointed managing director of CHML, Hamilton, Ont., by owner Senator A. C. Hardy, president of the Maple Leaf Broadcasting Co. Soble started his duties on June 28.

GEORGE M. BURBACH, business manager of the *St. Louis Post-Dispatch* and of KSD, and Mrs. Burbach on July 7 sailed aboard the *Queen Mary* for a tour of Europe. They plan to visit England, France, Germany and Switzerland, returning Aug. 17.

THOMAS MITCHELL has been appointed to the sales staff of WCKY, Cincinnati.

HENRY C. PUTNAM, announcer and account executive of KGMB Honolulu and Miss Juanita Jordan, former secretary of KGU, Honolulu, were married June 18.

JAMES COSGROVE, for the last three years account executive of KJBS, San Francisco, resigned recently to enter the agency business in San Francisco.

EARL NIELSON, former manager of KOY, Phoenix, Ariz., was recently named manager of KHBC, Hilo, Hawaii. Mr. and Mrs. Nielson and their son, Edward were accompanied to Honolulu from the Coast by J. Howard Worrall, business manager of KGMB, parent station of KHBC.

WALLACE WARREN, formerly of Central States Broadcasting Co., Omaha, has been named manager of KOH, Reno, Nev., to succeed Joy True, resigned.

J. W. WOODRUFF Jr., manager of WRBL, Columbus, Ga., and his bride are making a honeymoon cruise of the West Indies.

LOUIS G. CALDWELL, Washington attorney, planned to sail for Europe July 24 accompanied by his 10-year old daughter, Barbara. He will address the Second International Congress on comparative law at The Hague Aug. 15 on legal restrictions pertaining to broadcast programs. After visiting a number of continental countries, he plans to return Sept. 15.

THEODORE I. OBERFELDER, former sales promotion manager of Hearst Radio Inc., New York, has joined the sales staff of the New York Broadcasting System and will assume his new duties August 2.

WHYTHE WALKER, with the WBBM sales staff since 1931, has joined the sales department of WIND, Gary, Ind.

BOB SCHMIDT, sales promotion director of MBS, sailed on the *Normandie*, June 30, with his wife for a European vacation.

NORMAN S. McGEE has been appointed sales manager of WQXR, New York. He has been a member of the station's sales staff for several months and was formerly in radio and theatrical work on the West Coast.

J. V. McCONNELL, assistant to Roy C. Witmer, NBC vice-president in charge of sales, has returned to his desk after several months' illness.

ALFRED L. SEELYE, formerly a reporter on the *Syracuse Herald*, has joined the sales staff of WNEW, New York.

ALBERT A. EISENSTADT, formerly with the U. S. Census Bureau, has been appointed sales promotion manager of WNEW, New York, a newly-created post at the station.

BERTRAM LEBHAR, sales manager of WMCA, New York, is the father of a baby girl born July 1, his third child but first daughter.

RICHARD W. WEBSTER, formerly of the *Los Angeles Evening News* and *Illustrated Daily News* promotion departments, has been appointed to direct sales promotion of the Don Lee Broadcasting System and is headquartered at KHJ, that city.

ARTHUR E. McDONALD, sales manager of KEHE, Los Angeles, has returned to his desk after being confined to his home with influenza.

WILLIAM CRAWFORD, formerly of the *Pasadena* (Cal.) *Independent* advertising department, has joined KMPC, Beverly Hills, Cal., as account executive.

HARRY B. MULLINIX, formerly in the advertising department of the *Kansas City Star*, has joined KFAC, Los Angeles, as account executive.

WILLET H. BROWN, assistant to Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, Los Angeles, has been named vice-president of the network.

JOE CARTER, former announcer of WATL, Atlanta, recently became manager of WKEU, Griffin, Ga.

BOB BARRINGER, formerly of KROY, Sacramento, has joined the sales staff of KFAC, Los Angeles.

H. J. Maxwell

H. J. MAXWELL, 39, formerly assistant to Don E. Gilman, NBC western division vice-president, in San Francisco, died in Fresno, Cal., on July 7 following a heart attack. Mr. Maxwell had resigned as Gilman's assistant on June 19, 1936, to join Haskins & Sells, certified public accountants. He joined NBC shortly after establishment of the western division in 1927. He was auditor and office manager until promoted to assistant to Gilman. He is survived by a widow and three children.

XUM

BEHIND THE MICROPHONE

W. GORDAN SWAN, traffic manager of WBZ-WBZA, Boston-Springfield, has been named temporary program director while John F. McNamara is vacationing in Europe. John E. Meyers, former assistant to Elwyn J. Rowell, retiring director of the *New England Radio News Service* on WBZ-WBZA and who has joined the U. S. Department of Agriculture, has succeeded Mr. Rowell.

PAUL ALLISON, formerly of KXYZ, Houston, has joined the announcing staff of WNOX, Knoxvlle. Jack Morrison, formerly of WOPI, Bristol, Tenn., and WHAS, Louisville, has also joined the staff.

PAUL CURLEY is taking a leave of absence as turf announcer of WMEX, Boston, following a throat infection.

BOB CUNNINGHAM, program director of KOIL, Omaha, is the father of a baby girl, born June 24. Mr. and Mrs. Cunningham have one other child, Ann, 2.

HOYT ANDRES has joined the announcing staff of WACO, Waco, Tex.

JUNE COLLINS has returned to the program department of WIP, Philadelphia, to replace Marion Black who has resigned to marry.

JOE MICCICHE, civic announcer and publicity director of KRKD, Los Angeles will marry Josephine Gonsalez of that city July 18.

MORRISON PARKER, formerly of KCMO, Kansas City, has joined the announcing staff of WTMV, E. St. Louis. Florence Daniels has been named to the WTMV continuity staff.

NED REGLEIN, program manager of WIND, Gary, Ind., is planning a European vacation late this summer.

JOHN McCORMACK, of the WBBM, Chicago announcing staff, who recently received his transport pilot's license, is now teaching Jay Simms also an announcer, and Floyd Jones of the engineering department, how to fly.

JOSEPH J. SILVER, formerly of WLBC, Muncie, Ind., has joined the announcing staff at WAAF, Chicago. Silver will also do writing and production work at the Chicago station.

NED L. REGELEIN, program manager of WIND, Gary, will leave July 22 for a six week tour of Europe during which he will study European broadcasting conditions, particularly methods employed by the British Broadcasting Corp.

FRAN COUGHLIN, WGN continuity writer and editor, recently spoke on "Writing for Radio" before members of the Rotary Club at Freeport, Ill.

JOSEPH McELLIOTT, CBS New York photo editor, was in Hollywood early in July supervising the taking of publicity photographs for the network's Shakespearean cycle.

BILL GAY, formerly chief announcer of WMBD, Peoria, has joined the announcing staff of KNX, Hollywood.

KEN CARPENTER, NBC Hollywood announcer, has been signed by Scientific Film Co., that city, as commentator for a series of shorts to be released through Paramount.

JOSE RODRIQUEZ, formerly KFI-KECA, Los Angeles publicity director, who now conducts the daily *Classic Hour* on the latter station, has been selected by the Schirmer Music Publishing Co., as one of 30 European and American music critics to write a chapter on Arnold Schoenberg, chamber music composer, for a book soon to be published.

SUNBRITE NURSES—Were welcomed to Kansas City July 5 when they stopped off on their way to Hollywood during their 16-day trip as contest winners of the *Sunbrite Junior Nurse Corps* sponsored by Swift & Co. Dorothy Hart, 12-year-old heroine of the radio show is being interviewed by Gomer Cool and Paul Henning, KMBC announcers. Accompanied by their mothers, the 14 girls will return to Chicago July 20. Stack-Goble Adv. Agency, Chicago, handles the Sunbrite account.

WAYNE SHORT, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KSD, St. Louis.

HARRY ALGUS, assistant radio editor of the *New York American* until that paper was discontinued the end of June, has been appointed publicity director of WINS and the New York State Broadcasting System, succeeding Sylvia Press.

HARRY B. CLARK has been appointed to the announcing staff of WPRO, Providence, as a result of a test in the new program *Public Auditions* conducted on the station July 7. He is new to radio.

VERA OLDHAM, Hollywood continuity writer who wrote the dramatic serial *Drums*, is writing script for the new NBC *Maxwell House Show Boat* program for Benton & Bowles Inc. Robert Andrews is also writing for the program which originates from Hollywood.

JOHN P. MEDBURY, Hollywood columnist, is writing continuity for the weekly NBC *Olsen & Johnson* program, sponsored by Richfield Oil Corp.

JOE ALVIN, NBC Hollywood press department feature writer and Fred Date, retired Alaskan miner, have collaborated in writing a 13-episode quarter-hour adventure dramatic serial, *Martha & Bill*, which is being prepared for the network.

WILLIAM SHARPLES, who produced and directed the *Breakfast Club program on KNX*, Hollywood, for more than eight years and later on KEHE, Los Angeles, has moved to New York where he will enter radio.

GEORGE ARTZ, formerly of KFBK, Sacramento, and prior to that on the announcing staff of KQW, San Jose, Cal., has joined KMTR, Hollywood, replacing Rod Mays. Louis Kelso, formerly of WSBC, Chicago, has joined the station as announcer, succeeding Ted Lloyd.

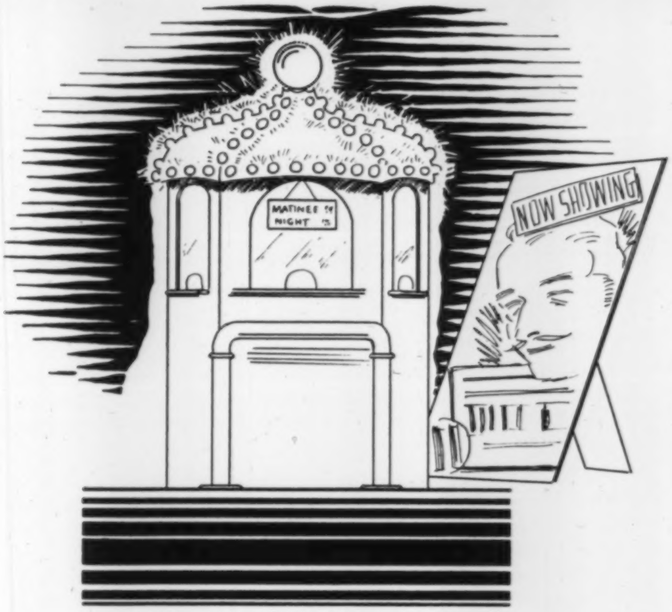
LEE COOLEY, for four years on the announcing staff of KNX, Hollywood, has joined KMPC, Beverly Hills, Cal., as announcer and assistant news editor. He succeeds Al Perry who was transferred to the sales department.

J. GUNNAR BACK, head of the KFAB-KFOR continuity department in Lincoln, Neb., was the final speaker in a vocational series sponsored by the National Youth Administration for its workers. His subject was "A Career in Radio."

Do you know
KFYR does a STREAMLINED selling job in Canada

IT'S A FACT...
Several agencies serve their Canadian Clients with KFYR. Send for our new Brochure

KFYR
MEYER BROADCASTING CO.
BISMARCK N. DAKOTA
FURGASON & ASTON
National Representatives



RESULTS ARE ***TOLD*** AT THE BOX-OFFICE-

—and WMC's "box-office" receipts show that the dollar volume of local business placed over WMC is greater than that of any other radio station in the Mid-South territory! The significance is obvious when translated in terms of results.

SCANNING *the* SURVEYS

Nationally known surveys, impartial and authoritative, definitely establish WMC first in the Mid-South in popularity and coverage by an amazingly wide margin! For detailed information, call any office of our National Representative, **E. Katz Special Advertising Agency—New York, Philadelphia, Detroit, Chicago, Kansas City, Atlanta, Dallas, and San Francisco.**

5,000 WATTS—DAY

WMC

1,000 WATTS—NIGHT

MEMPHIS, TENNESSEE

Owned and Operated by
THE COMMERCIAL APPEAL
"The Souths Greatest Newspaper"

BOTH RED AND BLUE NBC OUTLET

ARCHDALE JONES, producer of *Hollywood Extra on the Air*, since its inception early this year on KFI, Los Angeles, has severed his association with the weekly program. Glan Heisch, KFI-KECA production manager, and Don Clark, program director, have taken over production of the broadcast, which for a time was on the NBC-Pacific Red network, and now carried only on KFI, Saturday nights.

JUNE AULICK, of CBS New York press department, is in Hollywood directing publicity on Kathryn Craven's thrice-weekly quarter-hour network program *News Through A Woman's Eyes* which is originating from that city for four weeks under sponsorship of Pontiac Motor Co.

MISS HONOR HOLDEN of NBC Hollywood Artists Bureau was married to William Traynor, Chicago businessman, in that city, June 16, it was revealed when she returned to the West Coast early in July.

BOB KELLY, formerly of WTRC, Elkhart, Ind., has joined the announcing staff of WGAR, Cleveland.

DAVID VALIE, studio supervisor of KYA, San Francisco, is the father of a boy born recently.

BOB GOERNER has joined the announcing staff of KROW, Oakland.

WALLACE FORD, producer of KYA, San Francisco, was the principal speaker July 6 at the Oakland Advertising Club's Radio Day. William Gleeson, KYA's Oakland representative, was chairman.

KFPY-KGIR

Adopt baby to
Keep KXL Company
See Page 51

Like Father, Like Son

THE distinction of being the nation's youngest radio critic is claimed for Charles Raine, six-year-old son of France Raine, *Cincinnati Times-Star* radio editor. Charlie was to appear on the weekly *Headlines of 1927* programs over WCKY, Cincinnati, July 15 and tell what he thought of radio programs in general. The broadcast idea originated when Raine Sr. mentioned in his column that Raine Jr., listens to more programs than he does and often lectures his dad on the latter's printed criticisms. During the program, radio of this year is contrasted with radio of the preceding decade, which happened to be four years before the guest of the evening was born.

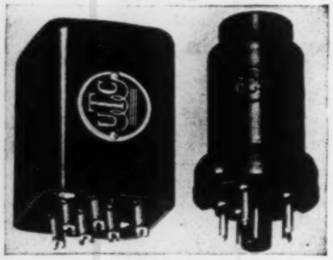
WILLIAM FULLER, formerly of KJBS, San Francisco, has been added to the continuity department of KFAC, Los Angeles.

HAL RORKE, formerly on the publicity staff of Metro-Goldwyn-Mayer Studios, Hollywood, has joined the CBS publicity department in that city, and is assigned to the Shakespearean series which started July 12.

JOHN ALDERMAN recently joined the announcing staff of KABC, San Antonio. He was formerly with a station in Del Rio, Mexico.

BOB HANSON, graduate of Otterbein college, recently joined the announcing staff of WADC, Akron. Others who joined at the same time were Bill Casselman and Ray Spencer.

UTC transformers are used by such organizations as RCA, Western Electric, General Electric, Western Union, Bell Labs., U.S. Navy, U.S. Army, Department of Commerce, Columbia Broadcasting System, etc. . . .



UTC ULTRA COMPACT audio units are extremely small and weigh only 5½ ounces. The fidelity however, is excellent, the frequency response being uniform ±2 DB from 30 to 20,000 cycles. These units are ideal for remote pickup equipment and similar applications where both weight and size are paramount factors.

LINEAR STANDARD components are ideal high fidelity units for broadcast and recording service. The frequency response is guaranteed uniform from 30 to 20,000 cycles and hum pickup and insertion loss is maintained at extremely low values. These units are unequalled for studio and speech input equipment.

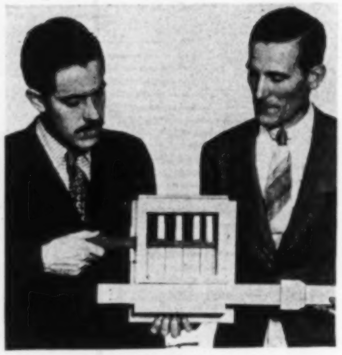
UTC
HA-113
OUTPUT
15000
50/500
5.5
20-20000
UNITED TRANSFORMER CORP

UTC HIPERM ALLOY components are similar to the Linear Standard units but of a more compact design and employ a lightweight high conductivity case so that these units can be employed for portable and compact service. They are used extensively in recording and remote pickup equipment.

Write for the new UTC Bulletin BC listing the complete line of Broadcast Components.

UNITED TRANSFORMER CORP.

72 SPRING STREET NEW YORK, N. Y.



ANCIENT LOCK—The script of *The Shunnamite Woman*, one of CBS's *Living Dramas of the Bible*, calls for the sound of a door being unlocked, so CBS sound effects men did a little research and finally, in a Bible concordance, located plans for the locks in use in Old Testament days and built one. Max Uhlig, sound effects technician, holds the lock while William Robson, director of the program, manipulates the wooden key, which is notched to lift the wooden pegs of various lengths simultaneously out of the bolt. In the broadcast the lock is fitted to a door revolving on stone hinges, another detail of Biblical construction which did not permit substitution in producing realistic sound effects.

ALBERT G. BERGMAN, producer of *Law in Every Day Life* on KECA, Los Angeles, and well-known attorney on July 8 married Janet Kaplan of that city, in Santa Barbara, Cal.

DAN SEYMOUR, announcer of the Gillette *Summer Hotel* series on CBS has been signed under exclusive contract of Columbia Artists Inc. as special announcer.

JOHN NEBLITT, formerly of KWK, St. Louis, has joined the announcing staff of WBNS, Columbus, to handle sportscasts.

AL STONE, announcer of KWTO, Springfield, Mo., has been promoted to director of music to assist George Earle Wilson, KWTO program director, in the production of fall programs.

JOE EVANS, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KWTO, Springfield, Mo., as sportscaster to replace Fred McGhee who has joined WDGY, Minneapolis.

JAMES SAMS, formerly of WIL, St. Louis, has joined the announcing staff of KXBY, Kansas City. Jay McShaw, colored pianist formerly of KOB, Albuquerque, N. Mex., has joined the artist staff of KXBY.

FRED HENRY, announcer, formerly at KNX, Hollywood, has recently been added to the staff of KJBS, San Francisco, as announcer-producer.

ROBERT GREENE, recently added to the staff of KIEV, Glendale, Cal., has been appointed chief announcer, taking over those duties from Wallace McLain, program director. Fred Gwynn, formerly of KGIR, Butte, has joined the station as announcer-producer.

TED SCHNEIDER has rejoined the program department of WHN, New York, after a period in the radio department of Jay Lewis Associates, New York agency.

BEN HAWTHORNE, radio writer and conductor of the *Morning Watch* on WTIC, Hartford, will give a lecture on radio technique to the summer students of the Connecticut State College at Storrs.

ALBERT SHAMBARGER, head of the merchandising and sales promotion staff of WHK-WJAY, Cleveland, was married in mid-July to Kay Field, Cleveland. Miss Dorothy Kerruish, of the accounting department, was married to Thomas Harrison. Miss Mary O'Delley, former WHK-WJAY program director, was married recently in Raleigh, N. C.

FRANK L. RAND, CBS publicity director in Chicago, recently returned to that city following inspection tours of KMOX, St. Louis and WKRC, Cincinnati.

BOB KESTEN, formerly of CJCS, Stratford, Ont., has joined the announcing staff of CKCL, Toronto.

COMBS BLANFORD has joined the announcing staff of WLBC, Muncie, Ind.

BOB LONGWELL, announcer of WJBK, Detroit, has been named director of publicity to replace Billy Morrell, resigned.

BYRON G. LOWREY, formerly senior announcer of WACO, Waco, Texas, has joined the announcing staff of KRLD, Dallas.

JOE ROCKHOLD, of WSPD, Toledo, has been named by the station to handle UP news.

JOHN DE YOUNH has been named junior announcer of WOWO-WGL, Fort Wayne. Bill Davis, actor, has joined the production staff of WOWO.

JAMES COOKE, at one time assistant to Al Williamson, head of the NBC-Chicago publicity department, is now secretary of the Chamber of Commerce at Cadillac, Mich.

SYLVIA PRESS, formerly publicity director of WINS, New York, has been transferred to the station's continuity department as assistant to E. A. Cleland, continuity director.

JACK HOLDEN, announcer of *Uncle Ezra* the WLS-*National Barn Dance*, and other NBC shows emanating from Chicago, recently addressed the students of Battle Creek City College, on how to become an announcer.

VINCENT CONNOLLY, announcer at WOR, Newark, sailed on the *Champlain* July 3 for a vacation in Europe.

BETTY GOODWIN, NBC's fashion editor, is one of the judges of the Best-Dressed-Woman-in-the-World contest being sponsored by the Butterick Co.

HARLAN EUGENE READ, news commentator on the Inter City network, has returned from Europe and is preparing a series of broadcasts based on his experiences abroad which he expects to put on the air this fall under the title, *The Teller of Tales*.

WINFIELD K. HUNTER, program traffic manager of WLW, Cincinnati, married Miss Vella Pauley July 3.

CLARICE MAYER, *Woman Reporter* of KYW, Philadelphia, will be married to Dr. Joseph L. Garfield Aug. 1.

ZELMA LARSSON, program director of WHDH, Boston, is announcing a Scandinavian program six days weekly.

HARRY MARTIN, of VanCronkhite Associates Inc., Chicago, is the father of a baby boy born July 4.

NOEL GERSON of the continuity staff of WGN, Chicago, is spending a six-week vacation in Europe.

RODERICK CUPP, formerly with KTUL, Tulsa, has joined the staff of WLS, Chicago.

BILL WILLIAMS has returned to WBZ-WBZA, Boston-Springfield, as sports announcer to replace Dick McDonough who has been named sports editor of the Yankee and Colonial Networks.

ARTHUR CASEY has been named assistant program director of KMOX, St. Louis.

XUM

leadership

• The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

• If you plan to increase the efficiency of your antennae it will pay to consult Blaw-Knox

BLAW-KNOX VERTICAL RADIATORS

Text of White Probe Resolution

(*Continued from Page 15*)

observed by it, together with the reasons for each such departure or modification;

(2) All acts by the Commission which recognize or seem to recognize the right of a licensee to a license or a frequency other than as specified in the terms, conditions, and time of the license;

(3) Whether the acts and decisions of the Commission in broadcasting cases have been influenced by matters not apparent in the public records;

(4) The geographical distribution of broadcasting facilities and whether there is an equitable distribution of broadcast service to all parts of the country and, if not, what steps should be taken to provide fair and equitable service throughout the United States;

(5) The extent to which broadcast stations have been concentrated in the larger communities of the country by transfer of stations from smaller communities to such centers or otherwise;

(6) The extent to which and the circumstances under which the ownership, control, management, or interest in more than a single broadcast station has passed into the hands of any person or group of persons;

(7) The circumstances surrounding and the considerations for the voluntary transfer of station licenses or construction permits;

(8) Instances of the transfer of minority interests in broadcasting-station licensees, and all transactions directly or indirectly affecting the control of such licensees, and whether said transfers have or have not been submitted to the Commission for approval and have received Commission approval or acquiescence;

Sale Price of Stations

(9) The sale price of any broadcasting station in any manner sold and transferred, together with a statement of the fair value of the physical assets and of other property, rights, contracts, and licenses involved in said sales, and in particular the value placed by the parties to the transaction upon the frequency licensed to be used;

(10) The sale of stock or other securities of any broadcasting stations, of any licensees, or of any person or persons directly or indirectly controlling such licensees, and the valuation put by the person transferring the same upon the station license or the frequency, the power or the hours of operation fixed in the station license, and the circumstances surrounding and the consideration for such sales and transfers and as to the participation in the negotiations for such sales and transfers by any person other than the seller and purchaser, the transferor and the transferee;

(11) The licensing of broadcast stations to persons other than the owners of the physical equipment, and in particular all cases involving the leasing of transmitting equipment;

(12) The surrender of control of facilities by licensees, including all agreements to accept proffered programs with or without supervision by the licensee;

(13) All acts or assertions by broadcast-station licensees which involve the claim to any right or interest beyond the terms, conditions, and periods of the license;

(14) Whether considerations have been paid or promised to any licensee or permitee for not interposing objection to an application for all or a part of his facilities or for other facilities which could not be granted without disregard for the Commission's rules or its standards except with the consent of such licensee or permitee;

(15) All cases in which persons, whose applications for the renewal of a broadcasting license have been refused by the Commission, have received from persons licensed to use the facilities for which renewal of license has been refused money or other consideration in excess of the value of the physical equipment taken off the air and sold to the new licensee;

(16) Cases in which the real parties in interest in any application for broadcast facilities have not been disclosed to the Commission;

(17) The extent to which holding or other intermediate companies or persons have been employed in the ownership or control of broadcast stations and the effect of such intermediate ownership or control upon the effective regulation of broadcasting;

(18) The investments by licensees in the stations authorized to be operated by them, including the investment in equipment and in other items of cost;

Profits to Be Probed

(19) The charges for the use of station facilities and the profit or loss resulting therefrom;

(20) The extent to which broadcast stations are used to build up other businesses or enterprises in which the station licensees or persons financially interested in the licensees are engaged, the extent to which the facilities of broadcast stations are refused or are granted conditionally to competitors of such other businesses or enterprises and the effect of the ownership and use of such radio facilities upon the business of those in competition with the businesses of those having the radio facilities;

(21) The extent to which broadcast stations are owned or controlled by or are affiliated with newspapers or other media of information or entertainment, and the effect of such ownership, control, or affiliation upon competing newspapers not possessing such facilities and upon the public interest;

(22) The development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control over his station;

(23) The effect of chain operations upon the financial results and status of chain affiliated stations and independent stations, the ability of the chain owned or affiliated station to render a local service, both sustaining and commercial and the duplication of broadcast programs; and the desirability of special regulations governing chains and stations engaged in chain broadcasting;

(24) The extent to which licensees of broadcast stations censor or refuse programs offered to them for transmission and the reasons for and the effects of such censorship or refusal;

(25) The extent to which, the basis upon which, and the times at which broadcast stations carry programs relating to public affairs, education, religion, labor, agriculture, charity, and public service generally;

(26) The extent to which and basis upon which broadcast stations carry programs offered by or on behalf of candidates for public office or programs relating to controversial subjects in the field of national, State, or local politics; and

(27) The extent to which, the basis upon which, the manner in which, and the times at which broadcast stations are used for commercial programs including programs advertising products claimed to have medicinal or therapeutic value and programs relating to products or services, the sale or use of which may be illegal in any State in which the programs of the station carrying such programs may be received, the time given by the several classes of stations to commercial advertising or sales talk in the programs broadcast and whether there should be control or regulation of advertising by radio and the character and extent thereof;

Foreign Broadcasting

Said committee is further authorized and directed to make and report to the Senate the facts with respect to—

(1) Competition between wire companies in communication between the United States and foreign countries, between radio companies in such foreign communication, and between wire and radio companies in this field of foreign communication.

(2) Instances in which the Commission has granted licenses for transmission in foreign communication or has refused or withheld action upon applications for licenses and frequencies in this field of communication, and whether such action by the Commission or its nonaction, has been with the purpose or has had the effect of aiding one company in this branch of communications or of destroying or lessening competition between American companies in foreign communication.

(3) The extent to which companies engaged in radio communication between the United States and any foreign country have entered into exclusive traffic arrangements or other agreements with the purpose or effect of securing a monopoly in such communication or of lessening competition therein and the effect of such arrangements or agreements upon competing American companies.

Said committee is further authorized and directed to make a study of the policies and principles which should be declared and made effective in legislation providing for the regulation and control of the radio industry, of broadcasting, and of interstate and foreign communication by radio.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-fifth Congress; to employ such experts, and clerical, stenographic, and other assistants; to require by subpena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.

WMCA
NEW YORK'S OWN STATION
leads in PROGRAM PLANNING
ANICE IVES
Everywoman's Hour
11:15 - 11:45 AM

WHY the Cincinnati Buy?

A wealth of people . . . in a wealthy community, loyal to its tradition and musical background. WSAI, by stressing its civic and musical features, has corralled a major portion of this vast civic audience.

The station they're talking about.

- Basic Red Network, N. B. C.
- Mutual Broadcasting System
- The WLW Line

Robert G. Jennings, in charge of Programs and Sales, Cincinnati.
New York and Chicago offices:
Transamerican Broadcasting and Television Corporation
J. Ralph Corbett, Inc.

CINCINNATI'S OWN STATION
WSAI
THE CROSLEY RADIO CORPORATION

Covers the Islands like the waters cover the sea.

◆

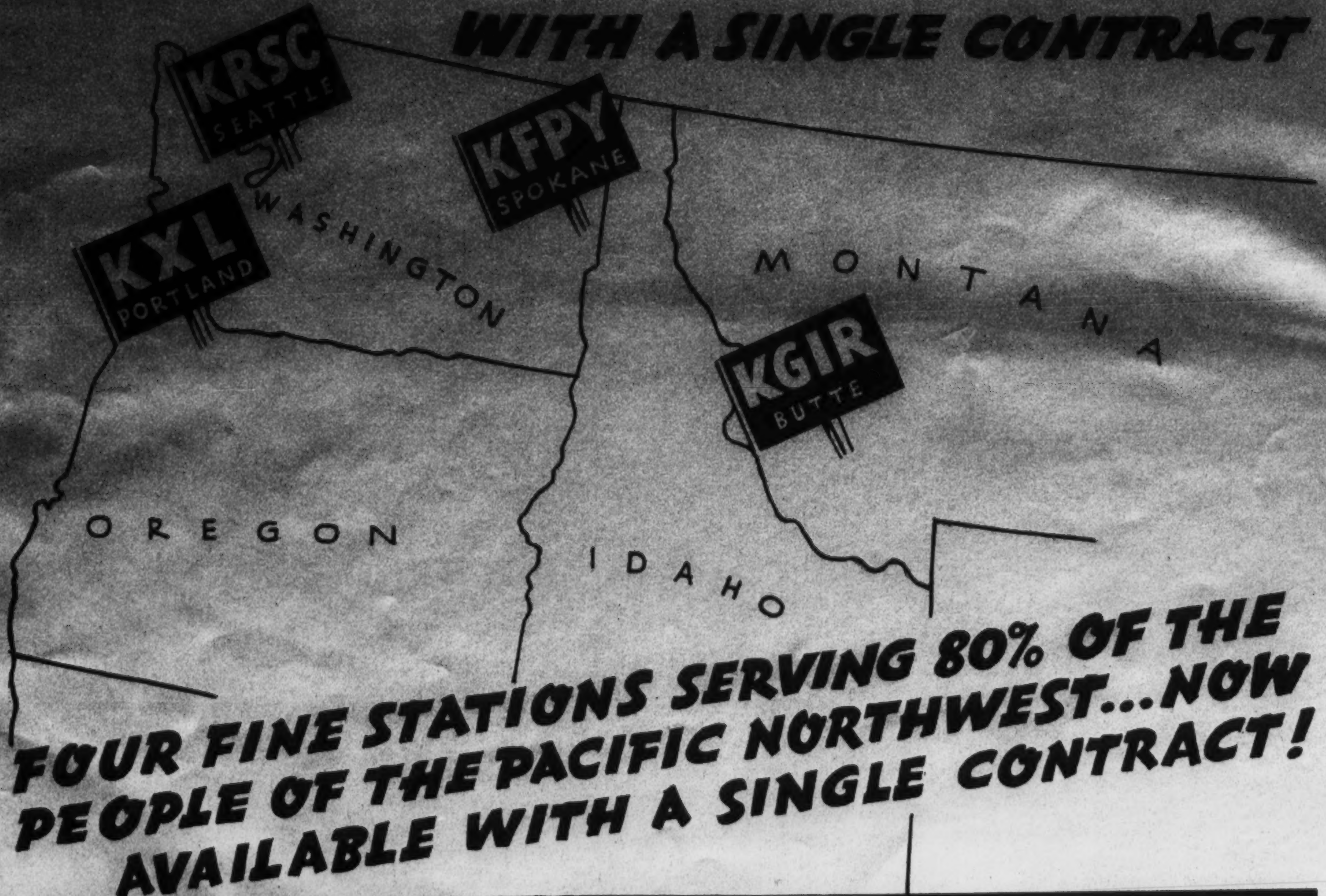
KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

XUM

COVERAGE IN THE PACIFIC NORTHWEST WITH A SINGLE CONTRACT


KRSC
SEATTLE
KFPY
SPOKANE
KXL
PORTLAND
KGIR
BUTTE
WASHINGTON
MONTANA
OREGON
IDAHO

FOUR FINE STATIONS SERVING 80% OF THE PEOPLE OF THE PACIFIC NORTHWEST... NOW AVAILABLE WITH A SINGLE CONTRACT!

Representative, JOSEPH H. McGILLVRA *Chicago · New York*

House of Kilocycles Built by KSL

Romantic Serial Basis Of Salt Lake City Promotion

By WALLY SANDACK

KSL, Salt Lake City

HOW KSL designed a romantic serial for Jack and Jill and built them a cottage in the mountains is a masterpiece of radio promotion. KSL helped the buyer get a Federal Housing Administration loan, sold 26 episodes of the serial to 25 local building and furnishing firms and carried on an advertising campaign that got everyone what he wanted: KSL got a contract plus publicity; the builders sold materials and got 13 weeks of publicity; and Jack and Jill got a brand new home.

CONCEIVED and promoted by KSL, Salt Lake City, "The House that Jack Built," was formally dedicated June 15. Situated on a choice building site overlooking the entire Salt Lake Valley and just adjacent to the rolling campus of the University of Utah, the model home is the culmination of a popular radio romance. Adding reality to the romantic rambling of *Jack & Jill*, two air sweethearts, listeners were treated to life interest with the announcement that the couple had planned an air castle for themselves. For 13 weeks, 26 separate episodes retold a fictional story of romance that was this couple's experience. The promotion ended with the completion of their dream home.

Behind this novel and real-life program was an innovation that proved a successful medium of advertising for the contracting contributors and a financial asset to the actual home builder. At the outset it should be understood that after the fanfares and hubbub have passed off some average family will occupy the home as his own. In every community there are numerous prospective home builders that are more than willing to effect a substantial savings that this building program offers and at the same time receive for their building dollars a dwelling that is built to rigid and exact specifications. Thus the idea of a model home was well received by *Jack & Jill* and the effect of their serial was to create an advertising campaign for 25 local concerns in the building business, assure the home builder of a third savings and sell a good station contract in addition to creating inestimable good will.

The Equity of Mr. X

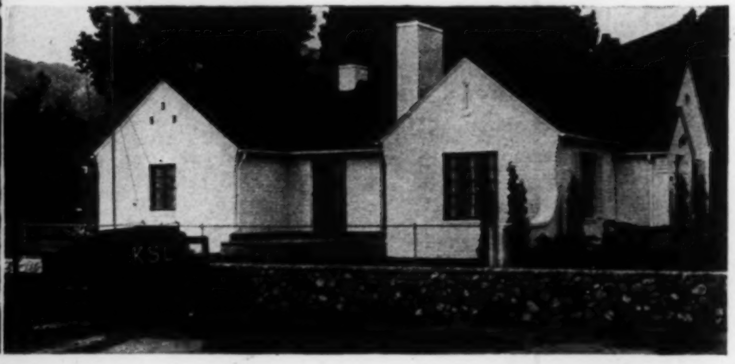
In succeeding with the sponsor's purpose, the following details of promotion had to be devised: Mr. X, the ultimate occupier of the premises, purchased the lot outright, thus creating sufficient equity upon which the Federal Housing Administration was more than eager to finance the actual building. This loan was secured through a local bank in line with the FHA program. Next, the architect presented our Mr. X with specifications for a building that warranted its being in the model class. Naturally the buyer reserved discretionary rights of design and construction. With the approval of the builder a general contractor was solicited. Some 25 firms were selected to contribute everything from the sand and gravel essential for structural work to the drapes and furnishings. These concerns worked upon a co-operative basis. Each firm figured the actual consumers cost of fitting the home with the necessary articles. The buyer assumed the FHA loan and paid the outfitting concerns about 40% less than the normal cost for their services. For their sacrifices in profits plus another 6 to 7%, the total additional paid by the builder for air time, each reaped a tremendous saving.

Profits to Advertising

Naturally the above rigid formula could not be applied other than arbitrarily as it is apparent that items such as draperies cost considerably less than concealed lumber and stone work and receive more attraction and consequently more advertising value. So the plan was equitably worked out upon a co-operative basis. Suffice to say that the home builder made a one-third savings, the concerns sacrificed a portion of their profits but were rewarded with a real advertising campaign.

Sequences in the serial were timely arranged to correspond with the actual steps of breaking ground, building and final completion. At the end of 26 episodes the story of *Jack & Jill* finished. Then a series of six programs was used to further advertise the venture. During four of these spots an equal number of of concerns were interviewed as to their respective contributions. Then for the opening, two shortwave broadcasts from the home site, one an actual man-in-the-house event, concluded the station's part in the open house. Finally the home remained open for two weeks to the visiting public with proper displays of merchandising inside and a regular house party on the final day. The entire series was built around the theme "The House That Jack Built."

KILOCYCLE DOMICILE—Visitors to KSL's Radio Home are interviewed by Announcer William Post and Producer Alvin G. Pack while the shortwave truck waits outside the house that Jack built for Jill.



Slander Suit Dismissal Against Carter Upheld

DISMISSAL OF THE $100,000 slander suit filed by Gov. Hoffman of New Jersey against Boake Carter, CBS, and the Philco organization was upheld in Trenton July 7 by the Court of Errors and Appeals, New Jersey's highest tribunal.

In its opinion upholding the Supreme Court of the State, the court held that service on the corporations was illegal and void because the companies were without licenses to do business in New Jersey and therefore were not subject to liability in that state. The complaints were served through subsidiaries in New Jersey while Carter, a New Jersey resident, had not been served. The court reserved decision as to whether the broadcasts in the state transmitted by CBS from New York in any sense or in any degree constituted conduct of business by it in New Jersey. The suit grew out of the claim by Gov. Hoffman that he had been slandered by Carter in his broadcasts in connection with the Hauptmann case of two years ago.

IDA BAILEY ALLEN, radio home economist whose program is a daily feature on WHN, New York, is using her fan mail as a background for a three-act comedy she is now writing. Play will be set in a typical American kitchen.

Coverage Reports On National Basis

Checking Trip Yields Survey Data on Most Large Cities

WITH issuance of his radio coverage reports for the principal cities over 25,000 population along the Pacific Coast and for the inter-mountain states, Radio Coverage Reports Service is now placed on a nationwide basis, according to an announcement by Edgar H. Felix, New Rochelle, N. Y., distributor of the reports. He has just completed an 11,500-mile checking trip through the western states.

Mr. Felix

The reports have been issued or are in the process of compilation covering 90.9% of the population in cities over 25,000 throughout the United States, Mr. Felix said. There are 375 cities with a population of over 25,000 but a somewhat larger number of reports are issued because smaller cities in the more sparsely populated areas have been surveyed in order to secure an even distribution of reports and make possible analysis of rural as well as urban service for the principal stations.

Forty-two of these cities are suburbs generally within three or four miles of larger suburbs for which reports have been issued, and only 63 cities remain for which field measuring work has not been concluded. The total population of these unsurveyed cities is 4,470,018, or less than 10% of the 49,242,877 population in cities to be covered directly. The percentage of total U. S. population residing in counties reported on or to be reported on is well over 85%.

For cities over 100,000 population, almost precisely the same degree of progress has been made, 89.5% of the cities being reported on or having reports in the process of compilation with measurements completed, comprising 94.3% of the population in cities over 100,000 in the United States.

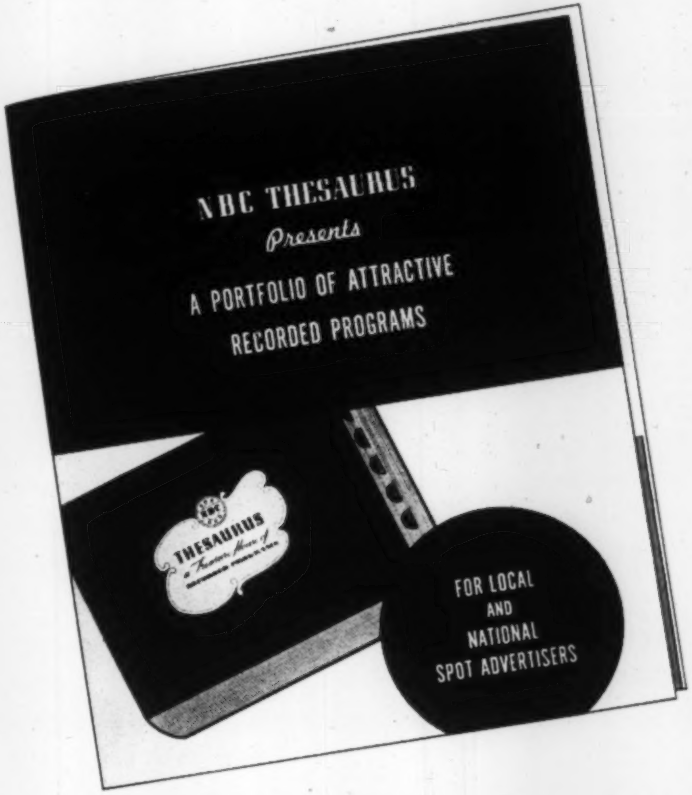
The survey, Mr. Felix said, is being supported by the leading network systems and advertising agencies which combined bill somewhat over 50% of the total spot and network broadcasting placed. The balance of the field work will soon be completed.

"Analysis of the coverage reports indicates substantially wide discrepancies in the amount of service available to listeners in different sections which cannot be accounted for by differences in population distribution," according to Mr. Felix. "Each report analyzes every audible service in the community day and night, including not only those stations rendering primary or secondary service but also several classifications of sub-standard service by means of which the validity of coverage claims can be analyzed. It has been found repeatedly that mail response to special offers and under unusual transmission conditions is sometimes secured from cities where there may be a dozen or more substantially superior services and which are not consequently rendering a service of practical significance to the advertiser under average conditions in these cities."

XUM

NBC THESAURUS

PREPARES INFORMATIVE NEW BOOKS FOR
STATION OPERATORS
PROGRAM DIRECTORS
SALESMEN—AGENCIES


NBC THESAURUS
Presents
A PORTFOLIO OF ATTRACTIVE
RECORDED PROGRAMS
NBC
THESAURUS
a Treasure House of
FOR LOCAL
AND
NATIONAL
SPOT ADVERTISERS

THE GUIDE BOOK— The first comprehensive sales and operating manual for Electrical Transcription Service use by local stations.

Guide Book
NBC
THESAURUS
PROGRAMS AND SALES

THE PORTFOLIO— Short short stories of sixteen radio shows ready for a local or national spot selling job.

TWO IMPORTANT BOOKS ON RADIO PROGRAMS AND SALES FOR YOUR FILES.
WRITE TODAY FOR FREE COPIES

NATIONAL BROADCASTING COMPANY

ELECTRICAL TRANSCRIPTION SERVICE

A Radio Corporation of America Service

RCA BUILDING, RADIO CITY, NEW YORK   MERCHANDISE MART, CHICAGO

XUM

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

E. L. Knowles Inc., Springfield, Mass. (Rubine), 12 weekly *sa*, thru DeForest Merchandising Bureau, Springfield.

Zerbst Pharmacal Co., St. Joseph, Mo. (cold capsules), 6 weekly *sa*, thru Barrons Adv. Co., Kansas City.

Goodall Worsted Co., Sanford, Me. (suits), 192 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Procter & Gamble Co., Cincinnati (Lava), 11 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Montgomery Ward & Co., Chicago, 78 *t*, direct.

Pennzoil Co., Oil City, Pa. (oil, gas), weekly *t*, thru Fuller & Smith & Ross Inc., Cleveland.

Scholl Mfg. Co., Chicago (Footease), 5 weekly *sa*, thru Donahue & Coe Inc., N. Y.

Durham Duplex Razor Co., Jersey City (Dog Dresser), 10 *sa*, thru H. W. Fairfax Adv. Agency Inc., N.Y.

American Oil Co., Baltimore (Amoco), 2 weekly *sa*, thru Joseph Katz Co., Baltimore.

Procter & Gamble Co., Cincinnati (Oxydol), 6 weekly *sa*, thru Blackett-Sample-Hummert Inc., Chicago.

Carleton & Hovey, Lowell, Mass. (Father Johns), 24 weekly *sa*, thru John W. Queen, Boston.

WFIL, Philadelphia

Sun Oil Co., Philadelphia, 7 weekly *sa*, thru Roche, Williams & Cunyngham Inc., Chicago.

Hecker H-O Co., New York, 3 weekly *ta*, thru Erwin, Wasey & Co., Inc., N. Y.

American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.

Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Gardner Mfg. Co., Philadelphia (Veet), 6 weekly *sa*, direct.

Procter & Gamble Co., Cincinnati (Camay), 16 *sa*, thru Pedlar & Ryan Inc., N. Y.

Tidewater Oil Co., New York (Tydol, Veedol) 24 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

WOOD-WASH, Grand Rapids, Mich.

Procter & Gamble Co., Cincinnati (Crisco), 201 *ta*, thru Compton Adv. Inc., N. Y.

Lehn & Fink Products Co., New York (Hinds cosmetics), 468 *sa*, thru Wm. Esty & Co. Inc., N. Y.

American Chicle Co., Long Island City, N. Y. (Sen Sen), 20 *ta*, thru Badger and Browning & Hersey Inc., N. Y.

Dodge Bros. Co., Detroit (autos), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBZ-WBZA, Boston-Springfield

Reymer & Bros. Inc., Pittsburgh (Lem-N-Blend), 16 *ta*, thru Walker & Downing, Pittsburgh.

Refrigeration & Air Conditioning Training Corp., Youngstown, *t*, thru National Classified Adv. Agency, Youngstown.

Western Protective Assn., Los Angeles, (melons), 21 *sa*, thru J. Walter Thompson Co., San Francisco.

KSFO, San Francisco

Carter Co., New York (liver pills), 12 weekly *ta*, thru Street & Finney Inc., N. Y.

Larus & Bros., Richmond (Domino cigarettes), 3 weekly *t*, thru BBDO, N. Y.

Baldwin Laboratories, Saegertown Pa. (Dwin), 3 weekly *sa*, thru Yount Co., Erie, Pa.

Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 8 weekly *sa*, thru Joseph Katz Adv. Co., Baltimore.

Lewis-Howe Co., Chicago (Tums), 2 weekly *sp*, 10 weekly *sa*, thru H. W. Kastor & Sons Co. Inc., Chicago.

Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 12 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Firestone Tire & Rubber Co., Cleveland, 7 weekly *sa*, thru Sweeney & James Co., Cleveland.

Table Products Inc., Los Angeles (Nu-Made mayonnaise), 15 weekly *sa*, thru Lord & Thomas, Los Angeles.

Diesel Power-United Engineering Schools, San Francisco, 7 weekly *sa*, direct.

KGMB, Honolulu

Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru National Export Co., N. Y.

Procter & Gamble, Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

General Foods Corp., New York (Posts Bran Flakes), 3 weekly *t*, thru National Export Adv. Service, N. Y.

General Foods Corp., New York (Maxwell House coffee), weekly *sp*, thru National Export Adv. Service, N. Y.

Lever Bros. Co., Cambridge (Spry), 7 weekly *sa*, thru National Export Adv. Service, N. Y.

Vick Chemical Co., Greensboro, N. C. (Vicks Vaporub), 3 weekly *t*, thru Morse International Inc., N.Y.

Lamont Corliss & Co., New York (Ponds), weekly *t*, thru J. Walter Thompson Co., N. Y.

Procter & Gamble Co., Cincinnati (Crisco), 7 weekly *sa*, thru Compton Adv. Inc., N. Y.

WGY, Schenectady

McKesson & Robbins Inc., Bridgeport (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Baldwin Laboratories, Sagertown, Pa. (Dwin), 2 weekly *sa*, thru Yount Co., Erie, Pa.

American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.

WDAY, Fargo, N. D.

Baldwin Laboratories, Sagertown, Pa. (Dwin), 2 weekly *sa*, thru Yount Co., Erie, Pa.

General Foods Corp., New York (Certo), 45 *sa*, thru Benton & Bowles Inc., N. Y.

Allis-Chalmers Mfg. Co., Milwaukee (farm equipment), 2 weekly *sp*, thru Bert S. Gittins, Milwaukee.

WIND, Gary, Ind.

Chicago Roosevelt Steamship Co., Chicago (lake cruises), 2 weekly *sp*, thru W. W. Garrison Co., Chicago.

Dunes Arcade Hotel, Tremont, Ind., 2 weekly *sa*, direct.

WHN, New York

Larus & Bros. Co., Richmond (Edgeworth tobacco, Domino cigarettes), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

WGN, Chicago

Western Growers Protective Association, Los Angeles (Iceberg head lettuce), 6 *sa*, thru J. Walter Thompson Co., Los Angeles.

Axton-Fisher Tobacco Co., Louisville (Zephyr cigarettes), daily *sa*, thru McCann-Erickson Inc., N. Y.

Walgreen Co., Chicago (retail drug chain), daily *sa*, thru Dade B. Epstein Co., Chicago.

Benrus Watch Co., New York (watches), 2 daily *sa*, thru Brown & Tarcher Inc., N. Y.

P. A. Starck Piano Co., Chicago, 5 weekly *sp*, thru George H. Hartman Co., Chicago.

Walgreen Co., Chicago (drug stores), daily *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

Benrus Watch Co., New York (watches), 2 daily *sa*, thru Brown & Tarcher Inc., N. Y.

KNX, Hollywood, Cal.

Kellogg Co., Battle Creek, Mich., (cereals), weekly *sp*, thru N. W. Ayer & Son Inc., New York.

Woolwine-Norris Corp., Los Angeles (electric ranges), 5 weekly *sp*, thru McCarty Co., Los Angeles.

Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Barnes-Chase Co., Los Angeles.

Sunbeam Laboratories, Los Angeles (Nailife), 7 weekly *sa*, thru Ivar F. Wallin Jr., & Staff, Los Angeles.

Piel Bros., Brooklyn (beer), 3 weekly *sp*, thru Kenyon & Eckhardt Inc., New York.

KFWB, Hollywood

Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Barnes-Chase Co., Los Angeles.

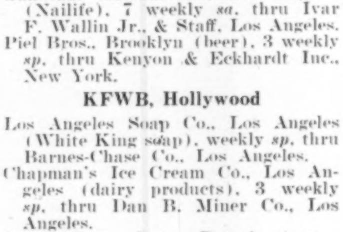
Chapman's Ice Cream Co., Los Angeles (dairy products), 3 weekly *sp*, thru Dan B. Miner Co., Los Angeles.

Dodge Bros. Corp., Detroit (motor cars), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KYA, San Francisco

Street & Co., San Francisco (Dodge and Plymouth autos) 3 weekly *t*, thru Ruthrauff & Ryan Inc., San Francisco.

Maurine Co., San Francisco (cosmetics), weekly *t*, direct.



Gardner Rea in Colliers

"He says he doesn't want to go out and hunt heads. He wants to stay home and listen to Buck Rogers."

KDKA, Pittsburgh

Western Growers Protective Assn., Salimac, Cal., 78 *sp*, thru J. Walter Thompson Co., San Francisco.

Modern Food Process Co., Philadelphia, 52 *sp*, thru Clements Co., Philadelphia.

General Foods Sales Co. Inc., New York, 60 *ta*, thru Benton & Bowles Inc., N. Y.

Refrigeration & Air Conditioning Sales Training Corp., Youngstown, O., 8 *sp*, thru National Classified Adv. Agency, Youngstown.

Jos. Schlitz Brewing Co., Milwaukee, 13 *t*, thru McJunkin Adv. Co., Chicago.

Sheffield Co., Chicago, 100 *sa*, thru The Vanden Co., Chicago.

Swift & Co., Chicago, 26 *sp*, thru J. Walter Thompson Co., Chicago.

KFRC, San Francisco

Simmons Co., New York (mattresses), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.

Carter Medicine Co., New York (liver pills), 10 weekly *ta*, thru Street & Finney Inc., N. Y.

United Air Lines, Chicago (transportation), 3 weekly *ta*, thru J. Walter Thompson Co., Chicago.

Gallenkamp Stores, San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.

General Foods Corp., New York, 54 *ta*, thru Benton & Bowles Inc., N. Y.

Baldwin Laboratories, Saegertown, Pa., 21 *sp*, thru Yount Co., Erie, Pa.

Moxie Co., Boston, 12 *sa*, thru Harry M. Frost Co. Inc., Boston.

WJJD, Chicago

Holland's Jewelry Stores, Chicago (retail jewelers), 2 daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

Chicago Herald & Examiner, Chicago (classified ad section), 5 weekly *sp*, thru Schwimmer & Scott, Chicago.

Sure Laboratories, Chicago (breath purifier), 12 weekly *sp*, thru Selviair Broadcasting System Inc., Chicago.

People's Church of Chicago, weekly *sp*, direct.

WEEI, Boston

Reliance Mfg. Co., Chicago (Big Yank garments), 2 weekly *sp*, 14 weekly *ta*, thru Mitchell Faust Adv. Co., Chicago.

Adams & Swett Cleansing Co., Roxbury, Mass., daily *sa*, thru Dowd & Ostreicher Inc., Boston.

Lever Bros. Co., Cambridge, Mass. (soap), 7 weekly *sa*, 7 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WCKY, Cincinnati

Simmons Co., Chicago (beds), 78 *sa*, thru J. Walter Thompson Co., N. Y.

Bunte Bros., Chicago (candy), 100 *sa*, thru Fred A. Robbins Co., Chicago.

Baldwin Laboratories, Sagertown, Pa. (Dwin), 20 *sa*, thru Yount Co., Erie, Pa.

WMAQ, Chicago

Kraft-Phoenix Cheese Corp., Chicago (O-Ke-Doke), *sa*, thru J. Walter Thompson Co., Chicago.

Evans Fur Co., Chicago, 3 weekly *sp*, thru Auspitz Lee, Auspitz & Lee, Chicago.

KHJ, Los Angeles

Screen Children's Magazine, Hollywood, (publication), weekly *sp*, thru I. F. Wallin Jr. & Staff, Los Angeles.

KMPC, Beverly Hills, Cal.

Firestone Tire & Rubber Co., Akron (tires & tubes), 30 weekly *sa*, thru Sweeney & James Co., Cleveland.

KFOX, Long Beach, Cal.

Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

KMTR, Hollywood

Coca Cola Bottling Co., Los Angeles (Coca Cola), 352 *sa*, direct.

KFI, Los Angeles

Johnson, Carvell & Murphy, Los Angeles, (Kellogg's ant paste) 2 weekly *sa*, thru William A. Ingoldsby Co., Los Angeles.

Paramount Pictures Inc., Los Angeles, (motion pictures), 13 *sa*, thru Buchanan Co., Los Angeles.

Paramount Pictures Inc., Los Angeles (motion pictures), 6 weekly *t*, thru Buchanan Co., Los Angeles.

Bob Jones College, Cleveland, Tenn., (religious), 6 weekly *t*, thru Allied Adv. Agencies Inc., Los Angeles.

Mentholatum Co., Wilmington, Del. (Mentholatum) 6 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta, Ga.

United Air Lines, Chicago (air transportation), 3 weekly *ta*, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati, (Dash), 15 weekly *ta* and *sa*, thru Pedlar & Ryan Inc., N. Y.

Procter & Gamble Co., Cincinnati, (Dash), 4 weekly *sp*, thru Pedlar & Ryan Inc., N. Y.

Carter Medicine Co., New York (liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.

Larus & Bros Co., Richmond (Domino Cigarettes), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WNAC, Boston

Calo Food Products Inc., Oakland, Cal. (Calo dog food), 13 *t*, thru Emil Brisacher & Staff, San Francisco.

Ce-Lect Baking Co., Brighton, Mass. (Ce-Lect Bread), 36 *sa*, thru Harry M. Frost Co. Inc., Boston.

Little Tree Farms, Framingham, Mass., *sa*, thru Harry M. Frost Co. Inc., Boston.

Procter & Gamble Co., Cincinnati (Lava soap), 260 *ta*, thru Compton Adv. Inc., N. Y.

KGO, San Francisco

Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly *sa*, thru Ridgway Co. Inc., St. Louis.

Mentholatum Co., Wichita (Mentholatum) 7 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta.

Procter & Gamble Co., Cincinnati (Lava soap) 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KJBS, San Francisco

S & W Fine Foods Inc., San Francisco (food products) 6 weekly *sa*, thru Botsford, Constantine & Gardner Inc., San Francisco.

Standard Beverage Ltd., San Francisco (Royal Crown Cola and Nehi) 24 weekly *sa*, thru Emil Reinhardt Agency, Oakland.

WBT, Charlotte, N. C.

Webster-Eisenlohr Inc., New York (Cinco cigars), 7 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

WICC, Bridgeport, Conn.

Southern New England Telephone Co., Bridgeport, 30 *sa*, thru Dowd & Ostreicher Inc., Boston.

Kirk's in Dominion

PROCTER & GAMBLE Co., Cincinnati (Kirk's Castile soap), will use six Canadian stations in addition to a long list of U. S. stations in broadcasting one-minute transcriptions, twice daily, five times a week beginning Sept. 6. CKY, CKCK, CJCA, CFRB, CFCN, CFQC will be used. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

NEWS
is your best bet
TRANSRADIO

Harold Makelin Named To Be WIND Manager

HAROLD (HAL) MAKELIN, on July 19 will become the first sales manager of WIND, Chicago-Gary, resigning a similar post with KXBY Kansas City, Mo., to take over the newly-created position. Before going to KXBY, Makelin was sales manager of WIRE, Indianapolis.

Mr. Makelin

Another change has taken place in the other Ralph Atlass outlet in Chicago—WJJD. King Bard has resigned as sales manager of WOOD-WASH, Grand Rapids, Mich. to join the WJJD sales force, under Herb Sherman, sales manager.

To accommodate the enlarged staff, new sales staff offices for WIND have been built on the 21st floor at the Chicago office of the Gary station. The new offices mark the third WIND expansion in the past year-and-a-half. The Chicago offices of WIND and WJJD are at 201 N. Wells St.

P. & G. In Canada

PROCTER & GAMBLE Co., Cincinnati (Oxydol) has added three Canadian stations to the list using the transcribed *Ma Perkins* program five times weekly, bringing the total Canadian list to 18. The three stations added are CFCY, Charlotte, CJCB, Sidney, and CJCA, Edmonton. Stations on which the program was recently renewed are; CHNS, CFCY, CJCB, CHSJ, CFNB, CKAC, CFRB, CKCO, CJRC, CKCK, CFQC, CFCN, CJCA, CJOR, CFNB. In addition, a quarter-hour live talent program in French is presented five times weekly over CHRC, Quebec. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Pinex Canadian Spots

PINEX Co., Fort Wayne, Ind. (Pinex Remedy), will use 12 Canadian stations in the fall campaign beginning October 5. Two and three live spot announcements will be used daily, five and six times weekly. The following stations will be used: CFRN, CJOR, CHRC, CKAC, CHAS, CHSJ, CFRB, CKCO, CJRC, CJRM, CFQC and CFCN, Baggaley, Horton & Hoyt Inc., Chicago, is agency.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Spot Series to Canada

INTERNATIONAL HARVESTER Co., Chicago (Bindertwine) is using Canadian stations for the first time in a current campaign extending through July. Daily one minute announcements are being used on CFRB, CKCO, CJRC, CJRM, CFQC, CFCN, CJCA, and CHLP. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Receiving Set Licenses Increasing in Dominion

NEW LICENSES issued and the renewal of the $2 annual licenses for the operation of radio receiving sets in Canada totalled 1,038,500 for the fiscal year ended March 31, an increase of approximately 20% over the 862,108 in the preceding fiscal year, according to a report to the Department of Commerce July 10 from Assistant American Trade Commissioner Avery F. Peterson at Ottawa. The largest increase in the issue of licenses during the year was recorded in Ontario, first-ranking Province in the number of radio receivers. There was also a substantial increase in western Canada.

Records of the Radio Division of the Canadian Department of Transport show that 424,126 licenses were issued or renewed in Ontario in the fiscal year, compared with 342,056 in the preceding fiscal year; Quebec, 240,105 against 221,702; British Columbia, 91,978 against 80,205; Alberta, 72,458 against 55,318; Manitoba, 69,861 against 56,986; Saskatchewan, 68,193 against 49,059.

European Radio Markets

NEW facts about European radio markets, programs and practices of special interest to American advertisers and producers are being published for the first time in the new "European Section" of *Trends and Opinions*, handbook of the Script Library, a division of Radio Events Inc. The information is being gathered by Marjorie Mueller, Radio Events' foreign representative, presently on the continent to investigate radio there. The first section on European radio was to appear in the July 15 issue of *Trends & Opinions*, in a loose-leaf arrangement which brings the handbook up to date.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

THE MOST
POWERFUL
STATION

DENVER
800 MI.
ST. LOUIS
560 MI.
KVOO TULSA
660 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

RADIO ADVERTISERS

COSMESIS Inc. (Skin dew) and Feldman Petroleum Co. (gas stations), Chicago, have placed their business with Selviair Broadcasting System, that city. Josephine Huddleston, whose beauty articles have been syndicated in more than 100 newspapers, is head of Cosmesis Inc. A quarter-hour program six times weekly starring Bob Paddock, vocalist, was recently started over WAAF, Chicago. Other stations will be added later. Feldman Petroleum Co. is now on WAAF, WJJD, WCFL, WSBC and WIND.

GATELY-WHEELER Co., Chicago, owners of 15 retail credit clothing stores, two of which are located in Chicago, has placed its business with the Dade B. Epstein Adv. Agency, that city. An extensive radio campaign is planned for the fall.

DR. PETER FAHRNEY & SONS, Chicago (proprietary), recently completed a test campaign in Akron and Buffalo using WADC and WGR and may add other stations this fall. The campaign was conducted from February through June. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

HOTEL MAYFLOWER, Washington, is releasing five-minute transcriptions to about 40 stations on a duebill basis, placed through Osgood Roberts & Associates, Barr Bldg., Washington, as special agents for the hotel. Transcriptions were made in the studios of U. S. Recording Co., Washington, and feature actual recordings of hotel activities.

CAROLINA SALES Corp., Greenville, N. C., regional distributor for Kelvinator products and other household lines, has placed its account with J. Carson Brantley Adv. Agency, Salisbury, N. C.

WE-UNS DO THE SAME AS YOU-UNS!

When you turn on your radio to listen to Bing Crosby, our people out here are listening too-- via WDAY. And that also goes for Fibber McGee, the Packard Hour, One Man's Family, the Kraft Music Hall Program and a host of other N. B. C. "bests" . . . . . Which is another reason for WDAY's tremendous pull in the Red River Valley - - there's just no reason for our people to dial to even the biggest "outside" station.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

ITALIAN-SWISS COLONY, New York (wines), is sponsoring a daily quarter-hour broadcast in Italian on WPEN, Philadelphia. Program, while broadcast only on WPEN, originates in New York. Norman B. Furman Inc., placed the account.

GOLDEN BROS. Inc., Kelvinator dealers of White Plains, N. Y., has added a Saturday morning children's program to its Tuesday night *Quiz Quest* on WFAS, White Plains. The new series, running for a full hour each week, is called *Kiddie Karnival* and is broadcast from the stage of the Colony Theatre with juvenile talent directed by Neal Ormond. Program was first presented as a one-time shot to celebrate the firm's 16th anniversary, but when a broadcast invitation brought a crowd of more than 3,000 youngsters to the theatre the sponsor decided to continue it on a regular basis.

THE 42nd Street Sales Co., Chicago (cosmetics), on Sept. 15 will start a spot series *Behind the Camera Lines*, weekly half-hour playlets, on 21 eastern and midwestern stations. The program, produced by Charles P. Hughes originator of the *First Nighter* program, has been on WGN for the past two years. *Broadway Melody*, a quarter-hour program dealing with a fanciful trip to the New York showplaces with Mr. Hughes as narrator started July 11 on WJJD, Chicago, thrice weekly. McGiveran-Child Adv. Agency, Chicago, handles the account.

LEAGUE for Supreme Court Independence, San Francisco (political), on Juy 15, 12:45 p. m. sponsored a talk presented by John Francis Neylan, chief counsel of the Hearst interests, over the six stations of the California Radio System (KYA, KEHE, KFBK, KMJ, KWG, KERN) Agency is Emil Brisacher & Staff, San Francisco.

GENERAL FOODS Inc. is advertising Maxwell House Coffee in a new studio talent show entitled: *Maxwell House Party Talent Show* over station KGMB, Honolulu, which began on July 15 and will be heard for a half-hour each Thursday for six months. The program features the Singing Surf Riders, Helen Owens and Webley Edwards. Agency is National Export Agency, New York. In another series of programs over the same station, General Foods is featuring Post Bran Flakes in a transcribed drama series titled *Hawks Trail*, starring Captain Frank Hawks. The program is heard on Mondays, Wednesdays and Fridays. Agency is National Export Agency, New York.

SOCONY-VACUUM OIL Co. Inc., New York (Mobiloil, Mobilgas), has started a series of sports summaries and comment on WHEC, Rochester. Lowell MacMillan is featured in the series, which is broadcast each week night from 6:30 to 6:45 p.m. Series was placed through J. Stirling Getchell Inc., New York.

LOCAL LOAN Co., Chicago, (finance company), on July 9 started Warren Brown, sports editor of the *Chicago Herald & Examiner*, on a daily quarter-hour sports program preceding ball game broadcasts over WJJD. Direct mail and posters will be used to promote the program. In addition, the loan firm, which has seven stores in Chicago, is on WBBM with a daily quarter-hour *Dugout Dope* program over WBBM and on WGES three times weekly. The business is placed direct.

PREFERRED *in* WICHITA
and its
TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

BRISTOL-MYERS Co., New York, has announced the appointment of Pedlar & Ryan Inc., New York, as advertising agency for Mum deodorant and of Young & Rubicam Inc., New York, as agency for Ingram's Milkweed Cream and for the products of the William Peterman Co., insecticides. Both appointments are effective Jan. 1, 1938. No advertising plans have been announced.

GROCERY STORE Products Inc., New York (Kitchen Bouquet, Foulds macaroni, spaghetti and noodles, Jacob and Kennett canned mushrooms), has named McCann-Erickson Inc., New York, as advertising agency. No plans have been announced.

COAST FEDERAL SAVINGS & Loan Association, Los Angeles (savings), thru Westamerica Co., that city, in an eight-day reinvestment period campaign, which started July 1 used daily 100-word spot announcements on KEHE, KECA, KFWB and KHJ.

NELSON BROS. FURNITURE WAREHOUSE, Inc., Chicago (retail furniture) signed with WBBM June 22 to sponsor man-on-street programs on afternoons that WBBM does not broadcast baseball games. Nelson Bros. had been sponsoring the *Man on the Street* for 18 months until the opening of the season. Selviair Broadcasting System Inc., Chicago agency, handles the account.

TRAVELLAC PUBLICATIONS, San Francisco, publishers of pamphlets dealing with travel information, has purchased a series of weekly quarter-hour programs on KYA, San Francisco. The program features a narrator, Charles Freidrichs, who each week takes some outstanding summer pleasure spot and discusses its history and merits. The program is designed to aid the public in choosing a place to vacation this summer. Account placed direct.

NACOR MEDICINE Co., Indianapolis (proprietary), has placed its account with Keelor & Stites Adv. Agency, Cincinnati.

NEWS-WEEK Inc., New York, has named N. W. Ayer & Son Inc., that city, as agency.

LADY ESTHER Co., Evanston, Ill., (cosmetics), has named Lord & Thomas, Chicago, as agency, effective Sept. 1.

COWAN & COWAN Inc., Buffalo (proprietary), has placed its account with Mansfield Advertising, Buffalo.

GORDON BAKING Co., Detroit, has placed its advertising with Brooke, Smith & French Inc., that city.

MASON, AU & MAGENHEIMER CONFECTIONERY Mdg. Co., Brooklyn, has placed its account with Lester A. Loeb Inc., New York.

DR. PEPPER BOTTLING Co., Washington, has named Henry J. Kaufman Adv., that city, as agency.

BRUTON BREWING Co., Baltimore, has placed its account with United States Adv. Corp., New York.

NISLEY Co., Columbus (shoes), is advertising through Mumm, Romer, Robbins & Pearson Inc., that city.

PFEIFFER BREWING Co., Detroit, has named Martin Inc., that city, as agency.

PRIMA Co., Chicago (beer), has placed its account with Jim Duff Inc., that city.

Thomas Heads Centaur

HAROLD B. THOMAS, vice-president of the Centaur Co., New York (Fletcher's Castoria, ZBT baby powder) has been named head of the company to succeed the late Frank A. Blair. He has been in charge of sales and advertising since 1931. Announcement of his appointment was made by Dr. William E. Weiss, chairman of the board of Sterling Products Inc., its parent company.

Meet your KMMJ customers!

Main Street? Yes! But it's just exactly like a thousand other "Main Streets" in KMMJ's territory . . . typical of our farm and small town territory and audience.

We of KMMJ live in a small town like this and know these people as friends and neighbors. We know that they are *good spenders*. We also know that it takes a different language and approach to make them buy.

Out here, human nature runs a little closer to the surface. Tastes are simpler. Farm and small town folks still thrill to things that the city man refers to as "old stuff."

That's why our programs are informal . . . distinctly personal . . . as friendly and neighborly as the farmer himself. We talk as they do . . . sing and play their own kind of music . . . build every program so that it renders a real *service* to our listeners in Nebraska and Northern Kansas.

We're not bragging when we tell you that we get enviable results for our advertisers. If you doubt our word, write Armour and Company who have used a program on KMMJ every day for five years. We're simply telling you *facts* that you should know in order to purchase radio advertising to your best advantage. In planning your next campaign, let KMMJ take you into these family circles and explain to them the merits of your product as a friend and neighbor. *You'll* get results too!

KMMJ "The Old Trusty Station" Clay Center, Nebraska

Owned and operated by **KMMJ Inc.**

RANDY RYAN, General Manager

Represented by **Furgason & Aston**

TRANSCRIPTIONS

ANNUAL conferences with field managers of Radio Transcription Co. of America, Hollywood transcription-program organization, will be held in that city for one month, starting Aug. 1, according to C. C. Pyle, president. Daily conferences will be held to discuss fall program production, promotional activities, distribution methods, sales plans, service angles and other topics of like nature. Demonstrations, field trips and laboratory-studio study will complete the annual "study session."

THREE more stations have subscribed to *NBC Thesaurus* transcription library service—KVOR, Colorado Springs, and KFAL, Salina, Kan. starting the service on July 15, and KFXD, Nampa, Idaho, on July 20. CFQC, Saskatoon, Sask., has renewed for a second year, and WJDX, Jackson, Miss., nad WIRE, Indianapolis, have renewed for the third year effective Aug. 1.

RICHARD F. BROCK, Chicago representative of Presto Recording Corp., New York, left for a six-week tour of the East on July 15 visiting eastern radio equipment manufacturers. Mr. Brock plans on spending about 10 days in the Presto Laboratories in New York.

KFPY-KGIR
Adopt baby to
Keep KXL Company
See Page 51

"Teddy" Lives Again

VOICE of "Teddy" Roosevelt, former president, was made to live again on WOR, Newark, July 8 when a record belonging to Robert Vincent was played and Mr. Vincent was interviewed by Jerry Danzig. The record was made on an old style wax disc at Oyster Bay, L. I., by Mr. Vincent in 1913 when he was a 13-year-old boy and edited a magazine for boys in which Mr. Roosevelt was interested. In the record "Teddy" urges fair play and sportsmanship in civic affairs and calls for a "square deal."

BRITISH - AMERICAN Productions Inc., New York, program producers, has entered the foreign field and is planning programs for use in Australia, New Zealand and all Latin-American countries. A series of 52 transscribed programs which will be sponsored in South and Central America by Bristol-Meyers Co. for Ipana and Sal Hepatica, has just been completed under the direction of B. Charles Dean, president of British-American Productions.

RADIO program division of Walter Biddick Co., Los Angeles, is cutting a presentation series called *Scrappy* in collaboration with Columbia Pictures and the Charles Mintz Studios. The quarter-hour discs are original cartoons of the film creation of the same name. Giveaways and other merchandising material have been designed for the series. The Walter Biddick Co., on August 1 will start cutting a half-minute transcription series for furriers.

A BILLION DOLLAR MARKET

RETAIL SALES
$1,220,899,333
★
WHOLESALE SALES
$1,517,220,250
★
RADIO HOMES
904,999
★
PASSENGER CARS
962,233

A DETAILED STUDY of the WHAS Proven Primary Listening Area has been prepared and will be supplied you on request. This rich, prospering market can be effectively sold thru this powerful medium.

WHAS
Edward Petry & Co., *National Representatives*
Owned and Operated by THE LOUISVILLE TIMES COMPANY
Publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

EARNSHAW - YOUNG Inc., Hollywood producers, has started to market a *Hollywood Nite Letter* to radio stations in script form at the rate of five-quarter hours weekly. Script is written by Dorothy West and initial sales were to KOY, Phoenix; WTMJ, Milwaukee; WGN, Chicago; WDZ, Tuscola, Ill.; WJBC, Bloomington, Ill.; WFBR, Baltimore; KGU, Honolulu and CFRB, Toronto. Earnshaw-Young Inc., has also sold its 26 quarter-hour *Radio Short Stories* series to KFQD, Anchorage; Alaska; and WDEL, Wilmington, Del.; and 104 quarter-hour *Chandu* transcription episodes to CFQC, Saskatoon, Canada, for Adilman's Dept. Store.

THE *Watanabe & the Professor* series currently on the Don Lee Broadcasting System, five nights weekly from KHJ, Los Angeles, as a live talent broadcast, has been sold in transcription form from 65 quarter-hour episodes to the Broadcasting Service Association Ltd., Sydney, Australia. Deal was handled through its American representative, Dr. Ralph L. Power, Los Angeles, radio counsellor.

AEROGRAM Corp., Hollywood transcription concern, on July 9 held open house for the trade and press to show its news studios at 1611 Cosmo street. Gordon d'A. Soule, is president and production manager, with G. Curtis Bird secretary-treasurer and business manager. Harry P. Cox is in charge of sales.

STANDARD RADIO Inc., Chicago, has signed WJJD, Chicago, as the 100th station to take its new *Pop Supplement* library service released a month ago.

Kellogg Grid Plans

KELLOGG Co., Battle Creek, Mich., will include sponsorship of all Fordham football games this fall on WINS, New York, in its gridiron schedule. Exclusive broadcasting rights for the Fordham schedule were obtained by the station, the first time the university has made its games available for commercial sponsorship. Among the games to be broadcast are those with Franklin & Marshall, Pittsburgh, TCU, Purdue and St. Mary's—all to be played at the Polo Grounds in New York—and the Fordham-North Carolina game at Chapel Hill, N. C., which will be broadcast by direct wire to WINS. Arrangements for the sponsorship were made by the Kellogg agency, N. W. Ayer & Son Inc., Philadelphia.

New Larus Spot Series

LARUS & BROS. Co., Richmond, has started a spot radio campaign for Edgewood tobacco and Domino cigarettes, using a dramatic serial *Alias Jimmy Valentine*, with Bert Lytell in the title role. Program, a quarter-hour WBS transcription, is broadcast three evenings weekly on 11 stations, WRVA, WHN, WGR, WNAC, WLW, WCAU, KFI, KGW, KLZ, KOMO, KSFO, with more to be added in the fall if results are satisfactory. The series was placed by Blackett-Sample-Hummert Inc., New York, recently placed in charge of the Larus advertising.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Paley Received $237,524 As 1936 Salary At CBS, SEC Report Indicates

SALARIES of CBS officials were disclosed in a report filed July 6 with the Securities and Exchange Commission. William S. Paley, president of CBS, received $237,524 under the terms of his contract by which he is paid an annual salary of $40,000, plus 2½% of the consolidated net profits of CBS and its subsidiaries up to $600,000, plus 5% of the sum by which the net profits exceed $600,000. The sum paid to Mr. Paley included $4,097, due for services in the previous fiscal year.

Edward Klauber, executive vice-president, was paid $71,359 and Paul W. Kesten, vice-president, received $38,800. Hugh K. Boice, sales vice-president, was paid $45,098. G. A. Richards, the president of WJR, Detroit and WGAR, Cleveland, received $100,000 for expenses and payments by him in connection with the acquisition of several properties which were not described.

The bonus arrangement of CBS, the report stated, at the discretion of its board of directors, may be changed from year to year. In 1936, the report shows, $141,525 was distributed among 89 executives, being $6,000 more than 5% of the net profits in excess of $1,200,000.

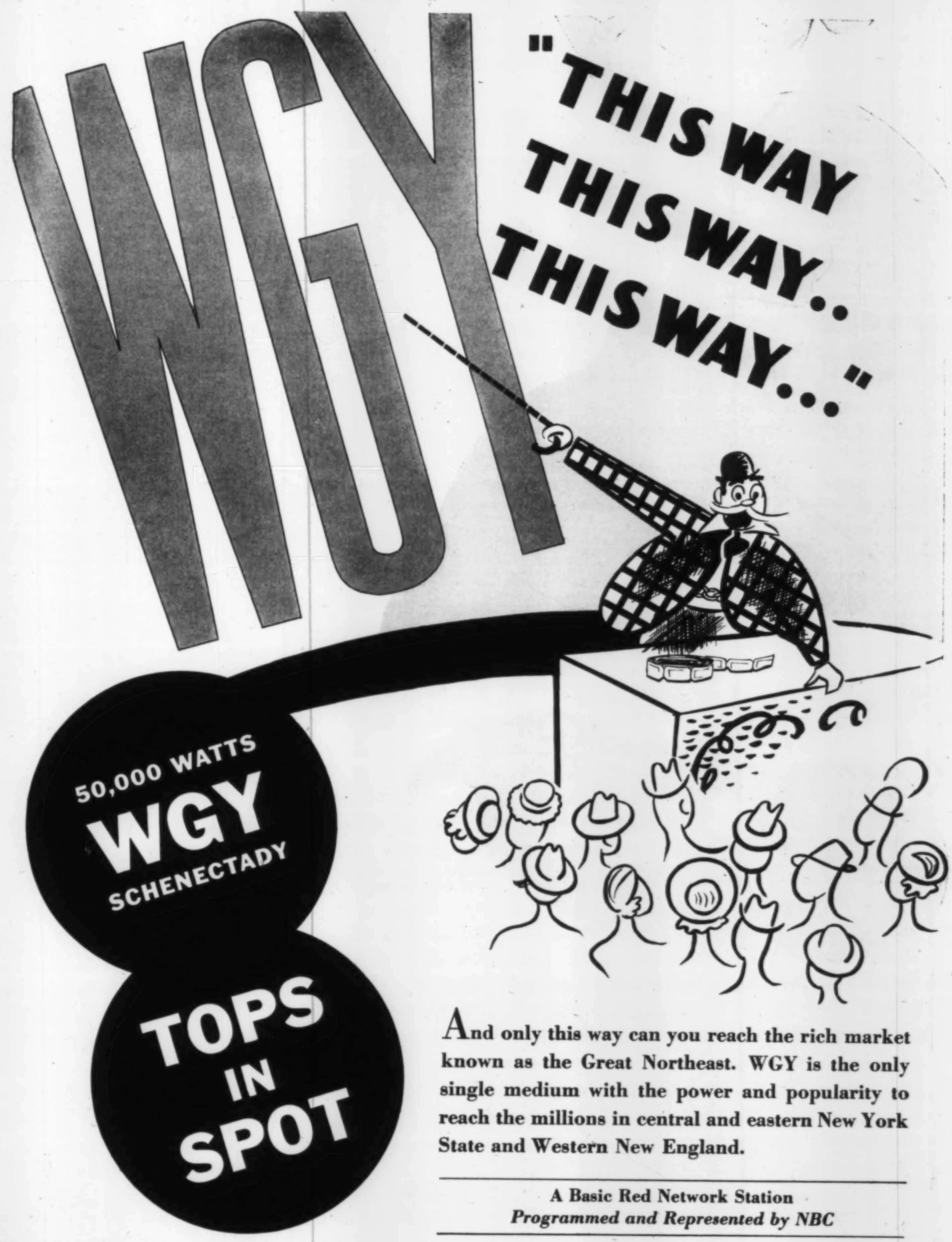
Time Sponsors *March*

TIME Inc., New York, reassumes sponsorship of *The March of Time* on CBS on July 15, following a 13-week period during which the weekly program has been sponsored by Servel Sales Inc., New York, for Electrolux refrigerators. With the reversion in sponsorship to the publisher of *Time* and *Life*, which the program will henceforth advertise, the network is again reduced to 34 stations, Servel having added 22 more during its sponsorship. The program was recently awarded a palm by *Stage Magazine* "for proving that the best drama on the radio is the drama of everyday events; for being the best of the living newspapers . . . " Batten, Barton, Durstine & Osborn Inc., New York, is the agency for both Servel and Time.

La Fendrich on NBC

H. FENDRICH Co., Evansville, Ind. (La Fendrich cigars) will start a half-hour network show on 21 NBC stations Sept. 26. The basic Red network and supplementary stations will be used on the show which will originate at WLW, Cincinnati, every Sunday at 1:30 p. m. (EST). The show will probably be called *Smoke Dreams* and in addition to featuring a character known as The Dreamer, will have nationally known guest artists weekly, a concert orchestra under the direction of Virginia Marucci, and a male octet. Nineteen stations will carry the broadcast with two more added before the opening program. Ruthrauff & Ryan Inc., Chicago, is the agency.

The Dudes are coming to Western Montana—the Nation's summer playground. Reach them in their leisure moments through
1000 watts 1260 kc. KGVO Missoula, Montana


WGY
"THIS WAY
THIS WAY..
THIS WAY..."
50,000 WATTS
WGY
SCHENECTADY
TOPS
IN
SPOT

And only this way can you reach the rich market known as the Great Northeast. WGY is the only single medium with the power and popularity to reach the millions in central and eastern New York State and Western New England.

A Basic Red Network Station
Programmed and Represented by NBC

AGENCIES AND REPRESENTATIVES

JOHN BLAIR & Co., takes over national sales representation of the Don Lee Broadcasting System Jan. 1, Lewis Allen Weiss, general manager of the network, Los Angeles, announced in a brief statement. Present representative is William G. Rambeau Co. Contract is for three years.

DIANA BOURBON, producer in charge of the F. Wallis Armstrong Co., Hollywood offices, is in the East conferring with executives of the agency before returning to the West Coast late in July.

ALDEN STEINBECK, formerly of D'Arcy Laboratories, Chicago, has joined the sales staff of H. K. Conover Co., that city.

KWK

. . . a Home Town Reach that brings in the Bacon*

*profits to you

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco

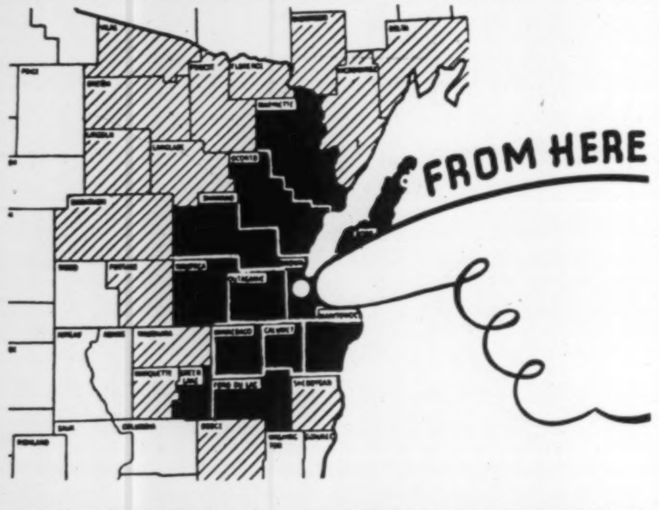
H. K. CONOVER Co., Chicago and Niles-Richman, New York, have been appointed representatives of the recently formed Southwest Broadcasters Inc., consisting of five newspaper-owned stations in Texas. Thomas Dalton, formerly head of the Chicago office of Wilson - Dalton - Robertson (now Wilson-Robertson, Inc.) is national sales manager of the Texas group with headquarters in Dallas. Stations comprising the Texas group are KFRO, Longview; KCMC, Texarkana; KTEM, Temple; KRRV, Sherman; and KPDN, Pampa.

BY MUTUAL consent, WHN, New York, and E. Katz Special Adv. Agency, which has represented the station for the past 16 months, have severed connections. WHN has made no further announcement with regard to its future plans for national representation.

CHARLES F. DILCHER, in the national advertising department of Scripps-Howard newspapers at Dallas, where he has been Southwest manager for the past five years, has joined the Chicago sales staff of John Blair & Co. Dilcher has also done advertising work in Chicago, having been with the Scripps-Howard organization in that city as well as a member of the advertising staff of the *Chicago Herald & Examiner*.

ROBERT HANVEY, formerly of Colgate-Palmolive-Peet Co., Chicago, has joined Radio Sales Inc., in that city to handle sales promotion.

MAXWELL HAGE, formerly radio production manager of the United Press, has joined VanCronkhite Associates Inc., as head of the New York office. Hage, who was assistant manager of WJAY, Cleveland, before joining UP, will direct the eastern activities of news features and the news counseling service of VanCronkhite Associates. Stuart Haydon formerly on the editorial staff of Hearst papers in Chicago, has joined the Chicago office of the VanCronkhite firm.



THIS SUMMER WTAQ LISTENING AUDIENCE INCLUDES PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at resorts. Write or wire for details.

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

James A. Wagner, Man.-Director
Small & Brewer, National
Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

Adams to Erwin-Wasey

Mr. Adams

JOHN T. ADAMS, prominently identified with radio through station management and agency work, has been appointed radio director of Erwin, Wasey & Co., succeeding Lewis R. Amis, who resigned. Mr. Adams was associated with Lennen & Mitchell Inc. in its radio department and was formerly president of the Federal Broadcasting Corp., which operated WMCA, New York, under lease several years ago. He came into radio originally through the Judson Radio Program Corp. from the field of concert management and has spent considerable time in Hollywood.

JOSEPH HERSHEY McGILLVRA, New York and Chicago, on July 5 assumed both network and individual representation of the eight stations comprising the Oklahoma Network which is affiliated with Mutual Broadcasting System. Stations are KTOK, Oklahoma City; KBIX, Muskogee; KCRC, Enid; KASA, Elk City; KVSO, Ardmore; KADA, Ada; WBBZ, Ponca City and KGFF, Shawnee.

CRAIG & HOLLINGBERY Inc. has been appointed national representatives for WCOL, Columbus, effective July 16. The firm has moved its New York office to larger quarters in the same building, at 250 Park Ave.

C. S. YARNELL has joined Charles A. Mason Adv. Agency, Detroit, as a partner. He was at one time a partner in the Herr-Yarnell Adv. Agency of Minneapolis, and more recently was the executive vice-president of the Minnesota Life Insurance Co.

FRED FOLEY, formerly of KLZ, Denver, has joined the Hower Adv. Agency, Denver.

GEORGE W. S. REED, for the past 15 years in the Los Angeles agency field, and J. E. Diamond, in the advertising department of various Los Angeles newspapers for 25 years, have organized their own agency under the firm name of Westamerica Co., with offices in the Park Central Bldg., that city.

LEONARD BUSH, vice-president of Compton Adv. Inc., New York, was in Hollywood early in July on a station and talent survey for prospective radio broadcasts.

MARITA DAVIS has been placed in charge of Ruthrauff & Ryan Inc., Hollywood offices during the absence of Edmund Ruffner, Pacific Coast radio director, who is on a two-month vacation.

ELIZABETH BLACK, radio account executive of Ruthrauff & Ryan Inc., New York, was on the West Coast early in July on a national survey which included Hollywood and San Francisco.

JOHN BLAIR & Co., Chicago, has been appointed national representatives of KIDO, Boise, Idaho.

WEED & Co., station representatives, has been appointed by WJNO, West Palm Beach, Fla.

STANLEY KAYE, Cleveland, has changed its name to Borden Advertising Service.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO
"Voice of Longview" – TEXAS

WALTER W. HOOPS, account executive of Buchanan & Co., Chicago, has been made vice-president in charge of the agency's office in that city, succeeding S. J. Andrews, who resigned June 25.

ED VOYNOW, head of Edward Petry & Co.'s Chicago office, has returned from a six-week vacation in Europe.

J. O. BUCKERIDGE & Co., Detroit, has moved to the Schmidt Power Bldg., that city.

CROWLEY-LA BRUM Adv. Agency, Philadelphia, has changed its name to La Brum Adv. Agency.

N. W. AYER & Son of Canada Ltd., has opened a new branch office at 812 Richmond St., Toronto.

I. A. GOLDMAN, Baltimore, has named J. T. Cohen radio director.

C. E. RICKERD Adv. Agency, Detroit, has moved to 550 Maccabees Bldg., that city.

CHAUNCEY PARSONS, who broadcasts on WFAA, Dallas, for the Mercantile National Bank, that city, has joined the Ratcliffe Adv. Agency, Dallas, as director of its radio department.

ADVERTISING SERVICE Co., Chicago agency, located at 118 E. Illinois St., which was organized the early part of this year has gone out of business.

JERRY CROWLEY has opened an office at 123 South Broad St., Philadelphia, to handle publicity, advertising and merchandising.

Boynton Forms Agency

STANLEY G. BOYNTON, former advertising and sales promotion manager of WJR, Detroit, has formed a radio advertising agency, Aircasters Inc., with offices at 4049 West Lafayette Blvd. Mr. Boynton is president of the new firm. Arthur W. Lenfestey is vice-president; Edwin G. Lenfestey, secretary-treasurer and Harold Pursell, in charge of media and programs. The new organization will sell, originate, write and direct its own radio shows. Complete merchandising service will be offered in addition to the radio work, including trade papers, distribution, packaging, direct mail and store tie-ins. The agency lists among its accounts stations WJR, Detroit, and CKLW, Windsor; General Kitchens Inc.; Food Manufacturers; Consumers Research Inc.; Sea-Cut Cleaner Co.; Dento-Gold Refining Co.; Boudreaux Laboratories; Retail Mfg. Furriers Assn.; Professional Products Co.; and Ward Mfg. Co.

Ferguson Expands

WITH the opening of a Philadelphia office to service its accounts there, Courtland D. Ferguson Inc., Washington agency, now has offices in three cities, the third being in Baltimore. John C. Mevius, onetime manager of WHAT, Philadelphia, and until recently with WEMP, Milwaukee, heads the recently opened Philadelphia office in the Philadelphia Saving Fund Bldg., while Jon Embretsen heads the Baltimore office. The agency is now using spot on WFIL and WIP for Gardner Mfg. Co., Philadelphia (Veet dry hair shampoo). For F. H. Fowles, Philadelphia distributor for the Kno-Mark Shoe Polish Co., it is placing spots on those stations and on WHP, Harrisburg, and WEEU, Reading. The Washington and Baltimore offices are using all network stations in those cities for High's Ice Cream Co.

Allied Agency Expands Activity on West Coast

Mr. Oxarart

ALLIED Advertising Agencies Inc., which recently branched out to San Francisco, has expanded offices and personnel in the bay city, dedicating them July 2. The home office of the company is in Los Angeles and up until the present time the company has been handling radio accounts exclusively. The new San Francisco offices are located in the Underwood Bldg., 525 Market St.

Frank J. Oxarart, veteran agency and radio executive, has been named San Francisco manager of the firm. Among those added to the San Francisco staff are Jerry Norton, account executive and George Tolin, producer and special announcer, who has been assisting Ernie Smith in various sportscasts. The firm plans to service all media, including newspapers, magazines, billboards and carcards. Some of Allied's major accounts, all of which are exclusively radio, include: Mountain Copper Co., Ltd.; Star Outfitting Co., S. A. Scherer, Lachman Brothers (furniture) and O'-Connor, Moffatt & Co. (department store).

C. B. Wakeley

CECIL B. WAKELEY, 41, secretary of Tracy-Locke-Dawson Inc., Dallas and New York advertising agency, died June 26 at the home of his brother in Bloomington, Ill., following an illness of three months. Mr. Wakeley had been with Tracy-Locke-Dawson since 1919 and was well known in advertising circles. He is survived by his wife and brother.

Jacob P. Muller

JACOB P. MULLER, president of the J. P. Muller Adv. Agency, New York, died July 11 in the New York Hospital from the effects of a series of strokes. He was 63 years old. He is survived by a daughter, a brother and two sisters.

WHEN editorial employes of the *Decatur* (Ill.) *Herald-Review* went on strike July 12, following unsuccessful negotiations between the management and members of the American Newspaper Guild, the newspaper utilized WJBL, local station, to broadcast its full news reports.

ALL DAY — Bradford Simpson (left) radio director of Jimm Daugherty Inc., St. Louis, and James D. Shouse, KMOX general manager, watch production on the all-day program staged by St. Louis Dairy Company to dedicate its new plant [BROADCASTING, June 15].

Underwood to Agency

APPOINTMENT of Cecil Underwood, former program manager of NBC in Hollywood, as a member of the radio department of Needham, Louis & Brorby, Inc., Chicago, was announced July 10. His first assignment is handling production on the agency's *Fibber McGee & Molly* over the NBC-Red Network for Johnson's Wax. Mr. Underwood has been identified with a number of network productions, among them Chase & Sanborn, Jack Benny, Shell Chateau, Ben Bernie, Phil Baker, Bing Crosby, Rudy Vallee and Ken Murray. He entered radio in 1924 and for many years was with NBC on the Pacific Coast. Since last year he has been a free lance producer.

Sunbeam Testing

SUNBEAM LABORATORIES, Los Angeles, manufacturers and distributors of Nailife, a finger nail builder, to call attention to the new product on sale at F. W. Woolworth Co. and S. H. Kress & Co. stores, on July 19 starts a seven-day test campaign on KNX, Hollywood, using one-day time signal announcements daily. Organization is new and it's the sponsors first radio. If the test is successful, an extensive fall campaign is anticipated. Ivar F. Wallin Jr. & Staff, Los Angeles, has account.

SYDNEY DIXON, NBC western division assistant sales manager, Hollywood, has been appointed to the directorate of the Los Angeles Advertising Club. Harold Bock, the network's Southern California publicity director has been reappointed publicity chairman.

ROBERT S. RAINS

announces his resignation from the position of

SPECIAL CONSULTANT

with the

FEDERAL COMMUNICATIONS COMMISSION

and the establishment of

ROBERT S. RAINS AND COMPANY

Special Consultants

In all matters of ACCOUNTING, TAXES AND ENGINEERING

MUNSEY BUILDING Telephone: Metropolitan 2430 WASHINGTON, D. C.

Branch Office: 120 WALL STREET, NEW YORK CITY

MORNING PROGRAM
Of Farmers By Farmers For Farmers On KMBC

ONE of the earliest morning programs in the country is the series called *Good Morning* on KMBC, Kansas City, designed for and featuring farmers. On Wednesday morning several farmers who live 66 miles from the city get up at 2, do their chores and drive in to present their rip snortin' Hound Dog Band from 5:55 to 6:45 on KMBC. Monday is Wool Producers Day While Tuesday is Farm Home Management Day when the microphone is turned over to home demonstration agents from nearby counties.

Thursday is County Agents Day with guest appearances by county agents from counties in KMBC's primary area. Friday is Question Box Day when speakers from the state agricultural colleges of Kansas and Missouri, the Resettlement Administration and prominent dairymen and stockmen are guests.

On Saturday morning a soil conservation round table discussion is held. Les Ryon, manager of the Producers Commission Assn., is in charge of the *Good Morning* programs. At farm meetings in five counties within 225 miles of Kansas City it was found recently that more than 50% of the 9,000 farmers in attendance were regular listeners to KMBC's *Good Morning*.

WIP, Philadelphia, was honored recently when a reproduction of its 320-foot vertical antenna in silhouette was added to the skyline in the Fels Planetarium, that city.

Crown Overall Series

CROWN OVERALL Co., Cincinnati (work and sport clothing), began a series of weekly quarter-hour transcriptions on five stations the week of July 4 with the possibility that other stations may be added later. WLS, WLW, CKLW, WOR, and WHO have started the program, called *Crown Headlight Frolics*. Transamerican Broadcasting & Television Corp., New York, transcribed the series. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Fels Expands on MBS

FELS & Co., Philadelphia (soaps) will expand its Mutual hookup from two stations to 15 on July 19. *Tom, Dick and Harry* now heard over WGN and WLW from 12:15-12:30 p. m. (CDST) Mondays, Wednesdays and Fridays, will broadcast on five eastern stations in addition to the ten in the Don Lee group. Young & Rubicam Inc., New York, is the agency.

Simmons to Use Breaks

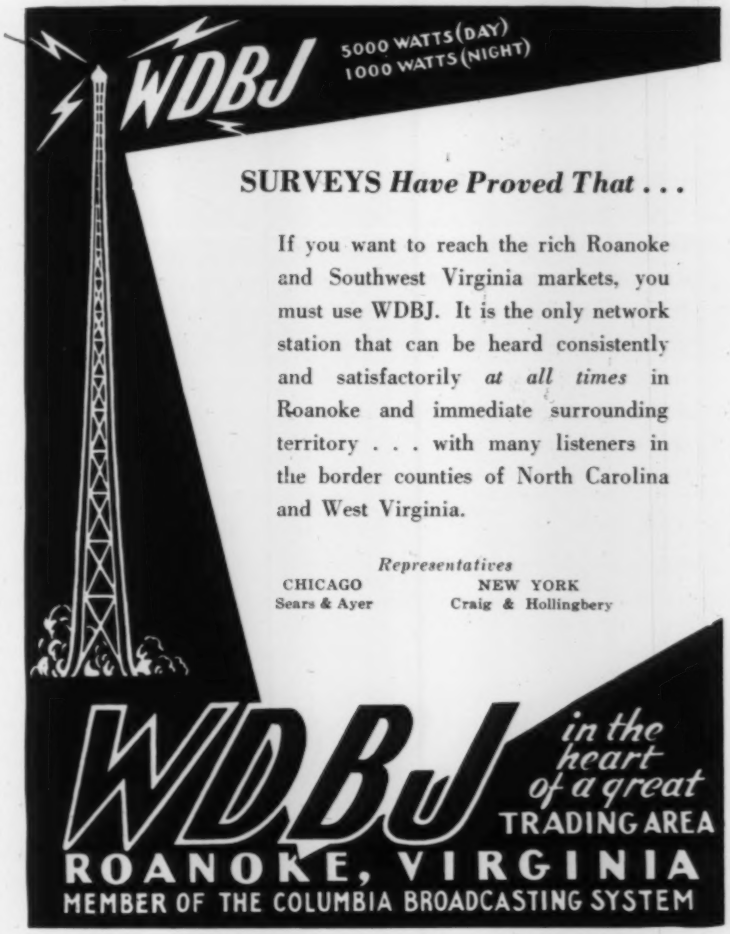
SIMMONS Co., Chicago (beds and mattresses), will start a radio campaign the end of August, using chain-break announcements. J. Walter Thompson Co., New York, is now making up the station list.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives


WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

SURVEYS *Have Proved That . . .*

If you want to reach the rich Roanoke and Southwest Virginia markets, you must use WDBJ. It is the only network station that can be heard consistently and satisfactorily *at all times* in Roanoke and immediate surrounding territory . . . with many listeners in the border counties of North Carolina and West Virginia.

Representatives

CHICAGO
Sears & Ayer

NEW YORK
Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

XUM

Are Ya' Mad?

PET peeves sent in by listeners are broadcast on WCFL, Chicago, during *Top 'O the Morning* variety show, six weekly, sponsored by eight local business firms. With trips to Hollywood and theatre tickets as prizes, listeners readily send in their troubles. Seems that women get more peeved than men, for they send in 65% of the entries. WCFL says that everybody likes to hear his pet peeve broadcast. Makes them feel good. Spector-Goodman Adv. Agency, Chicago, has the account.

* * *

Edgar Answers

QUESTIONS about radio people and programs are answered on *Friendship Circle* by WTMJ, Milwaukee. Edgar Thompson provides answers to listeners' queries.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

From the Playground

PLAYGROUND broadcasts are aired on WJAY, Cleveland, in a Thursday afternoon summer series. John T. Vorpe, WJAY production manager, has arranged instruction for the kids in everything from tap dancing and handicraft to dramatics and singing games. Angle: A real civic service, for the parents know where the children are and the children have a good time. Programs are full of human interest—and names.

* * *

Plugs on the Block

AUCTION sale of horses is broadcast weekly on WDAY, Fargo, N. D., from the Union Stock Yards and has resulted in horse dealers throughout WDAY's primary area bringing in more horses than ever before. Union Stock Yards may arrange a long time series according to WDAY.

* * *

Airport Interviews

DISTINGUISHED visitors to Portland, Ore., are interviewed at the local airport on KGW-KEX, a tie-up with United Air Lines having been arranged. Sir George and Lady Wales, Lord High Mayor of Melbourne, Australia were recently interviewed by David Hazen of the *Oregonians*. The program is a natural as an audience builder, according to KGW-KEX.

* * *

Homes for Dogs

HOMES for dogs is the idea behind a series of remote broadcasts on WHIO, Dayton, from the Montgomery County Animal Shelter, Ron Gamble, announcer, describes the dogs and their pedigrees.

Choose a **BIG MARKET**
Choose a **POPULAR STATION**
. . . WREC

17TH
WHOLESALE
MARKET
OF U.S.
MEMPHIS
½ BILLION DOLLAR MARKET
Surpassing in Importance
Baltimore
Indianapolis
Seattle
St. Paul
Also Atlanta
Houston
New Orleans
Birmingham
WREC
TENN.
ARK.
MISS.
ALA.

WREC LISTENER POPULARITY

Authoritative Survey made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBQ	.84%

BIG MARKET · POPULARITY · PULLING POWER $

WREC

NATIONAL REPRESENTATIVES—PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRAN.

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

PURELY PROGRAMS

Story of the Staff

PERSONAL histories of the staff are discussed weekly by Gilbert Bayek on WDRC, Hartford, along with the success stories of local and national program personalities. Slant: Makes listeners feel like they'd known the WDRC staff all their lives.

WOAI, San Antonio, has begun a series of behind-the-scene broadcasts featuring the station's various departments and designed to acquaint businessmen and rural audiences with the practical aspects of radio broadcasting.

* * *

Hotels and Homes

HINTS for the home by hotel experts is the gyst of a program series on WGAR, Cleveland, titled *Home Interviews* presented in cooperation with the Hotel Statler. The programs originate in the food storeroom, wine cellar, kitchen and various other departments of the hotel and talks are given on guest entertainment, proper care of furniture, famous sauces and dressings, the service of wine and meal planning. Graves Taylor, WGAR promotion manager, conducts the series. Slant: Practical information builds good-will.

* * *

Where Ya Going?

MOTORISTS are interviewed by Morey Owens on WROK, Rockford, Ill., after a traffic cop flags them down in front of the local police station. The program is sponsored by the Hart Oil Co. and each motorist interviewed gets a free greasing job at a company station.

* * *

What Youth Thinks

YOUTH survey remotes on WJR, Detroit, include broadcasts from CCC camps within a 100-mile radius of the city and interviews originating at summer camps and schools. Young people are questioned about their personal lives, their hopes and plans for the future and their reactions to national problems.

* * *

From the Local Press

ORGANIZATION of 40 daily and county newspapers within its primary coverage area has been achieved by E. Pierre de Miller, news director of WLBC, Muncie, Ind., who gives a daily newscast of local items and credits the papers sending in the items. The program is called *Eastern Indiana Passes in Review* and is proving very successful, according to WLBC.

I Remember When

FEATURE interviews on WROK, Rockford, Ill., consist of talking with local folk about their unusual occupations and colorful experiences. On the first program Norman Brinsley interviewed a woman who raises goats, a local chef renown for his corn beef and cabbage and a press photographer who listed the murder cases he'd covered.

* * *

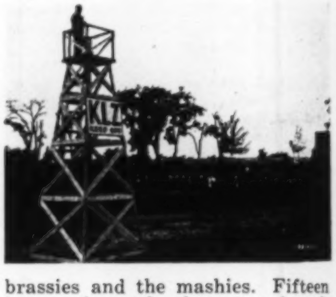
The Community Spirit

THE *Community Forum*, under the auspices of the United Charities Assn. of St. Louis, is heard on Sunday afternoons over KSD under the direction of R. Fullerton Place, local advertising man. The program features prominent persons of civic, business and charitable organizations as speakers.

* * *

Covered Completely

FROM tee to cup KLZ, Denver, followed the Trans-Mississippi Golf Tournament shot-by-shot during the last week of June at Cherry Hills. Connected by buried cables, seven 20-foot towers like this one were placed strategically over the course and after the balls were hit an announcer with a pack set described the happy landings, then tagged along to tell about the brassies and the mashies. Fifteen hours of match play were broadcast during the week under the supervision of Announcer Charles Inglis and Engineers Earl C. Hull and Jack Lovell. As for the National Open in Denver next June, KLZ says Fore!



* * *

Dramatic Classes

CLEVELAND College will use United Broadcasting Co. stations WHK and WJAY next fall as a laboratory for classes in radio dramatics, under direction of Gene LaValle. The class will be limited to 30 students, who will participate in sustaining dramatic programs.

* * *

Feminine Minstrels

AN *All-Girl Minstrel* has been started by WMC, Memphis, the show being entirely feminine except for the interlocutor, Igor Ivan. An old-fashioned minstrel is staged, with comedy, solo and group songs. Sponsor is Leon Kahn Furniture Co.

KFPY-KGIR
Adopt baby to
Keep KXL Company
See Page 51

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Appreciating Music

DR. WALTER DAMROSCH will start the *NBC Musical Appreciation Hour* on its tenth season of weekly broadcasts Oct. 15. Programs, designed to aid in the music instruction in grade and high schools, will be broadcast on Fridays from 2 to 3 p. m. on both Red and Blue networks.

* * *

Death and Driving

SAFE driving is the aim of a series on WLBC, Muncie, Ind., titled *Human Distortions* during which accidents are dramatized by a character known as "Death."

* * *

Up in the Air

MODEL airplane builders held a contest recently at Wright Field, Dayton, O., and WHIO was on hand with Robert Fidlar, special features announcer, interviewing contestants and describing the various flights. He was constantly informed of the speed and distance each plane flew by two army observation planes through radio connections with ground officials.

* * *

Fair and Warmer

LAUNCHING of a radio-meteorograph balloon and the rebroadcast and interpretation of its automatic signals were features of a program called *The Weather Man at Work* on NBC Blue, June 27. The methods employed in preparing weather forecasts were described by Prof. C. F. Brooks, director of Blue Hill Observatory at Milton, Mass., where the program originated.

* * *

Hoops and Kids

CONTEST series for kids called *Hooprollers' Club of the Air* sponsored by a coffee firm on KSTP, St. Paul, will be climaxed Aug. 14 by a big Twin City hoop-rolling. Hoops and entry blanks cost a label and the prizes include everything from movie cameras to dolls. KSTP says its created lots of local interest.

* * *

Food and Facts

STRANGE facts about food form the program design of *Food for Thought*, a believe-it-or-not series on WLS, Chicago, six weekly, featuring Mary Wright who conducts the *WLS Homemakers Hour*. Slant: Listeners are curious; especially women.

* * *

The Ships Come in

FOR the many New Yorkers who meet their friends returning from abroad, WMCA, New York, broadcasts at 7:40 each morning the arrival schedules of transoceanic ships.

Lady Baseball Announcer

WHEN Harry Johnson, sports announcer of KFAB, Lincoln, Neb., turned the microphone over to his wife for one inning during a recent game between Brooklyn and St. Louis, fans were so pleased with the performance of the first lady baseball announcer that they called, wired and wrote for more. KFAB's baseball sponsor, General Mills, approves the feminine angle, and has authorized a repeat broadcast.

The Madder You Get

COMPLAINTS about everything from the kind of bathing suits worn on local beaches to the dirt from neighbors' rugs are welcomed by WJAY, Cleveland, on its six weekly program called *Complaints Incorporated*. John T. Vorpe, production manager, receives the listeners' complaints and contacts the proper city officials while Guy Wallace, WJAY announcer, tells the agitated listeners how to solve their problems. Slant: Folks love to gripe.

* * *

Try A Combination

COMBINATION program called *The Boston Hour* on WEEI includes human interest dramas from the news by Jay Wesley; flash reports of police activities by Charlie Ashley; fire news direct from headquarters by John Galway and man-on-street interviews by Bob Freeman and Lloyd Morse. Every person interviewed gets two theatre tickets and if his answer is correct WEEI adds a crisp $1 bill.

* * *

Theatre Tie-Ins

FREE passes to a local theater are given to those persons who stump the sidewalk interviewer of WORL, Boston, when they ask him questions in a program that reverses the usual method. Another theater tie-in results from a daily organ recital of request numbers played in a local theater by Stanley Schultz, WORL program and music director.

Scrambled Programs

PROGRAM contest on WTMJ, Milwaukee, is given a novel twist in celebration of the station's 10th anniversary. Lists of WTMJ's commercial programs are all scrambled together with sponsors' names and the products advertised. Merchandise prizes are given to those who unscramble and match the three. Slant: Publicity and fun and prizes make for listeners with a WTMJ habit.

* * *

Laughing to Win

TO liven the spelling bees and interviews that he broadcasts four nights weekly on WNEW, New York from the stage of the Newark Paramount Theatre, Alan Courtney takes his microphone into the audience, holds it in front of an unsuspecting patron and says, "Laugh." The laugher whose laugh is the most contagious to the rest of the audience is awarded a prize.

* * *

Baseball Biographies

INTIMATE stories of baseball players called *Tiger Tales* are broadcast on WJBK, Detroit, by Bob Longwell just before Al Nagler's sportcasts of the Tigers' road games. Liberty Service Stores sponsor the *Tiger Tales* while Good Housekeeping Shops and a local Coca Cola firm sponsor the sportcasts.

* * *

Something for Nothing

EVERYONE attending the *Barn Dance* on WOL, Washington, is given a numbered studio ticket and 10 lucky numbers are drawn for local theatre tickets. The result has been a full house every Saturday night, according to Ronald Dawson who produces the show.

How Cops Do It

DEMONSTRATING a new two-way police broadcasting system, WCCO, Minneapolis, recently aired a broadcast between the local police headquarters and a squad car racing along at 70 m.p.h. One receiver was tuned to the police transmitter and another to the squad car's transmitter. The program, which honored the convention of the Minn. Police & Peace Officers' Assn., built considerable good-will.

* * *

Happy Am I

UNIQUE man-on-street program was broadcast on KGKB, Tyler, Tex., June 19, which is Emancipation Day to negroes of the South. Luther Ward, KGKB's colored porter, handled the interviews, and the colored folks fairly bubbled over with good-will.

U. S. Naval Station Boosts Pensacola Market With $5,000,000 Annual Payroll.

WCOA

PENSACOLA • FLORIDA
A CBS AFFILIATE

National Representative
JOHN H. PERRY *ASSOCIATES*

In the CENTER of the LIVESTOCK INDUSTRY

● Nebraska and Iowa are in top rank as meat-producing states. Meat from NEBRIOWA is first quality, and brings top prices. As second largest packing center in the nation, Omaha is trade center for virtually all Nebriowa farmers. Millions of dollars in meat-money make Nebriowa a fertile trade territory. Alert advertisers reach this area through WOW! It's the radio capital of Nebriowa!

WOW

Omaha, Nebraska
590 Kc. **5,000 Watts**
John Gillin, Jr., *Mgr.*
JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

SPORTS SCOOP!

Now Available For Radio Sponsorship—
HOME AND ABROAD GAMES OF
WASHINGTON REDSKINS
1936 CHAMPIONS
(As Boston Redskins)
Eastern Division of the
NATIONAL FOOTBALL LEAGUE

The Redskins lineup features the cream of the college crop. Names already known to radio audiences, such as Sammy Baugh, Cliff Battles, Riley Smith, Turk Edwards and Wayne Millner.

The outstanding Eastern Pro-Football team, offers an alert advertiser sole broadcast rights to the entire season of Sunday afternoon and Friday night games with such teams as N. Y. Giants, Green Bay Packers, etc.

For details write to J. K. Espey, Gen. Mgr.
PRO-FOOTBALL, Inc. 739 9th St. N. W., Washington, D. C.

Reactions to Scripps Program Plan

(*Continued on page 13*)

our case where we are operating a network with limited time available on the other stations.

"We do, however, make a very decided effort to use musical programs where possible to split up script acts, but in the case of WNAC acting as an outlet for the Red Network of NBC, it is of course impossible to build much of a local program structure.

"Although Bill Scripps is starting something for a certain definite half-hour, it does not seem to me that this particular half-hour, in view of the entire broadcast day, is going to really make the listener conscious of this effort.

"Although many of our network programs in the daytime go on one quarter-hour after another with script acts, we nevertheless have found from surveys that these script acts have a very large and definite following. Many times when a good musical program follows them, it does not retain all of the audience.

"I believe that the only way in which this thought could ever be worked out for balanced programs would be for the networks to start it, but there is so much money involved and clients and their agencies have their own ideas so that it is one of those dreams of possible perfection that I am afraid none of us will ever see happen on a real large scale."

"Utopia"—Holliway

Mr. Holliway

From the 50,000 watt KFI, Los Angeles, came another blast questioning the effectiveness of the WWJ plan. Harrison Holliway, general manager of KFI and KECA asserted that "Mr. Scripps' Utopian idea is very interesting but he is only scratching the surface of one evil . . . .that of consecutive program structure." As for the other, that of telling the sponsor what he is going to buy, "appears to me to violate the fundamentals of good advertising practice." He continued:

"A bird's eye view of a network station's weekly program structure is figuratively a crazy-quilt of 15 minute patches. Artistic control of 30 minutes each evening is not sufficient to materially change that pattern.

"This hodge-podge evil which Mr. Scripps hopes to cure is the penalty his station pays for being on a network. If he was an independent his program department would control the consectivity of his programs. As it is he literally has program directors in New York, Chicago and Hollywood in addition to Detroit and not to mention the sponsor's home . . . but he's got that in hand.

"The remedy could more logically be administered at the source and that is the network. However, Mr. Scripps is lucky to have that 30 minutes each evening to do with as he wishes . . . I wish we had it. I guess I'll have to see John Royal!"

McCollough Sees Problems

Mr. McCollough

The local independent station viewpoint, as expressed by Clair R. McCollough, general manager of WORK, York, Pa. and of WDEL Wilmington, Del., along with other stations of the Mason-Dixon Radio Group, found flaws in the Scripps plan.

"While I feel a great amount of clear thinking is behind the plan," Mr. McCollough asserted, "I also believe its actual operation will be considerably hampered from day to day by the many extenuating circumstances that have a way of arising in the broadcasting business.

"Knowingly or unknowingly, the radio broadcasting day more or less conforms with the make-up of a good newspaper. Some of the best newspapers in the United States have tried from time to time to change the present principle of make-up whereby spot news, sports, social news, comics, markets, etc., are more or less segregated in certain portions of a daily newspaper for the convenience of the readers. Whether from force of habit or what, in practically every case the distribution of these features throughout the newspapers has proven unsatisfactory to readers.

"Radio sponsors are fairly well sold these days on confining certain types of programs to certain general periods. This has the advantage of concentrating listeners without forcing the program on any one.

"To much of an absolutely fixed policy on the part of any station or stations usually leads to a similar attitude on the part of a sponsor. It is not always well to continue fixed policies unless all parties are in agreement and thinking along the same lines or our good friends, the listeners, really will have something about which to suffer."

Approved by Cosby

Without going into the ramifications of the Scripps plan, Clarence G. Cosby, general manager of KWK, St. Louis, regional independent approved the plan in toto. Complimenting WWJ for the position it has taken, he said that KWK concurred in the belief that programming is one of the most vital arteries of the broadcasting business and should be given the utmost consideration by all executives of all stations.

"Service First"—Burbach

Asserting that "public service and public acceptance should come before net earnings," George M. Burbach, business manager of the *St. Louis Post-Dispatch* and of its radio station, KSD, threw his support behind the Scripps plan. "As a result of the rapid and unprecedented growth of the radio industry, it has sped along without any well defined policy to govern its service to the public," he said.

"The sound fundamental principles, such as censorship of programs and advertising, have not been definitely established by the industry as a whole. However, it is apparent that an increasing number of station owners realize the importance of giving first consideration to public service and goodwill. This is encouraging. If the well-managed stations can lead the way for the others it will be helpful to all.

"The policy of self regulation in radio will avoid some of the recessions other industries have experienced during their early years."

Medium for Maids

HOLLAND ENGEL, radio director of Erwin Wasey & Co., Chicago, needed a housemaid for his home so, true to his medium, he put a "classified ad" on WGES, Chicago. Though good maids are hard to procure in Chicago, Mr. Engel was literally swamped by the response he got from a single spot announcement in Polish. Of the scores of applicants, 13 were satisfactory and one is now an employe in the Engle home.

WMIN
BLANKETING
the
8th Largest
TRADE MARKET
in the
United States
at
Lowest Cost
Saint Paul
Minneapolis
WMIN
St. Paul, Minnesota

SEASON LOOKS TO BE BEST IN LAST 10 YEARS
ALREADY HOTELS ATTRACTIONS S CROWDS HERE
Conventions Add to
PEAK REGION TRAVEL GAINS 200 PER CENT
REQUESTS FOR INFORMATION ON PIKES PEAK REGION POUR IN AS NEVER BEFORE IN HISTORY

KVOR
COLORADO SPRINGS
Affiliated with the Colorado Springs Gazette and Telegraph ● Under Affiliated Management with WKY-Oklahoma City, KLZ-Denver and the Oklahoma Publishing Co. ● Represented by E. Katz Special Adv. Agency.
FULL TIME CBS 1000 WATTS

RESULTS!
COUNT MOST
The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

RADIO STATION
REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT

WEED & COMPANY

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MIDWEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

INFANT STATIC

Fawn Adopted by WHLB as Station Mascot

"STATIC"—to WHLB, Virginia, Minn., is the name of a two-weeks-old fawn, adopted daughter and mascot of WHLB's staff. "Static" was presented to the station by William Saari, state game warden, who found its mother dead by the side of a road—run down by a careless motorist after nightfall.

Game Warden Saari, in a Caesarian operation, saved one of a pair of unborn fawns, the other dying a few moments after its unusual birth. "Static" thrived for a couple of days under the game warden's tender care and when only five days old, was presented to WHLB's staff. Game Warden Saari told officials it was in payment "for services rendered" when the state conservation department and WHLB cooperated in sponsoring a drive to have farmers in northern Minnesota keep their dogs penned up at night. Many deer, trapped by crusted and drifted snow in Minnesota's wilds, had been found killed by large farm dogs travelling in packs.

WHLB's wide publicity of the killings received immediate cooperation from the farmers.

The photograph herewith shows Barney Irwin, commercial manager of WHLB (left), holding "Static" while Gleason Kistler, WHLB's program director, coaxes a few fawn-like sounds from the mascot for the benefit of WHLB's listening audience. Publicity given "Static" has lured hundreds of visitors to WHLB's transmitter and studios to see the newcomer to the staff.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

STRIKE HOME!

The appealing programs on WDRC create home interest . . . and home interest means INCREASED SALES . . . and increased sales are why more and more advertisers use WDRC for results.

Basic Network Station of the Columbia Broadcasting System

EMERGENCY SERVICE

Given By KFRO as Phone Lines Are Cut

PILE DRIVER accidentally cut through 1500 pairs of telephone cables while the streets of Longview, Tex., were being repaired recently, including the program lines of KFRO, that city.

Telephone service was disrupted in one whole section of the city, so KFRO hastened to its auxiliary studios at its transmitter site and saved the telephone company a lot of trouble by broadcasting the reason for the lack of telephone service. Emergency lines were run to the main studios of KFRO and it was back on the air from its downtown studios after a delay of three hours.

WATR Full-Time Shift

ANOTHER local station went into the regional category when the FCC Broadcast Division, sustaining the recommendation of Examiner Dalberg, on July 6 authorized WATR, Waterbury, Conn., to change its frequency from 1190 to 1290 kc. and to increase its power from 100 to 250 watts full time, effective Aug. 3. While operating on 1190, WATR was limited to sunset at WOAI, San Antonio, to which that frequency has been assigned as a clear channel. The 1290 kc. channel is a regional frequency. Harold Thomas, chief owner of WATR, was also authorized to erect a new 100-watt night and 250-watt day station on 1310 kc. in Pittsfield, Mass., the Commission reversing Examiner Seward. The Pittsfield station's call letters will be WBRK.

Hagman Heads WTCN

Mr. Hagman

CLARENCE T. (SWANNEE) HAGMAN, commercial manager WTCN, Minneapolis, on July 8 was named manager of the station. During the last three years he has served as St. Paul sales manager, station sales manager and commercial manager of the station, which is operated jointly by the *Minneapolis Tribune* and the *St. Paul Dispatch-Pioneer Press*. The post of manager has been vacant for about a year and Mr. Hagman has been acting head of the station. A native of St. Paul, Mr. Hagman has been identified with the advertising departments of several newspapers in the city. Mr. Hagman announced he planned a number of innovations in WTCN operations, including more intensive development of local programs. Expansion activities include the building of a shortwave experimental station, construction of which is now under way.

Mason-Dixon Shift

ASSIGNMENT of control of the Mason-Dixon Radio Group Inc., operating six stations in Delaware and Pennsylvania, to J. Hale Steinman and John F. Steinman, principal figures in the holding company, was approved July 6 by the FCC Broadcast Division. It is understood the change in assignment, which in no way affects ownership was effected for management purposes.

WKZO
KALAMAZOO

★

"The Nation's Perfect Test Market"

REAL MERCHANDISING ASSISTANCE *for* SPONSORS

The merchandising staff of station WKZO is rendering a real service to program sponsors:

- contacting local retail outlets
- installing window displays
- making surveys
- actually opening new accounts for sponsors. (In one case our staff secured 15 new dealers for a sponsor within one week.)

Representatives: SMALL & BREWER, INC.

WHAT IS FORMULA RADIO SELLING?

◆

WHAT IS PRECISION COVERAGE?

◆

WHAT DOES A KMBC TESTED PROGRAM MEAN TO THE ADVERTISER?

◆

These and other questions will be answered when you see this symbol. Watch for it!

A KMBC TESTED PROGRAM

KMBC
OF KANSAS CITY
THE PROGRAM BUILDING AND TESTING STATION

Free & Peters, Nat'l Representatives

WRAX-WPEN Power Boost

WRAX-WPEN, Philadelphia, on July 6 was granted special authority by the FCC Broadcast Division to increase its power to 1,000 watts from 250 watts night and 500 watts local sunset on the 920 kc. channel to counteract interference caused by CMX, Havana, WWJ, Detroit, and KPRC, Houston. The latter two stations recently were authorized to operate with 5,000 watts day and night because of Cuban interference.

TO COMPLY with the letter and spirit of the new Texas state law outlawing gambling on horse racing, the Dallas city council recently ordered the discontinuance of broadcasting of race entries, results, and comments on WRR, municipal station.

MONTREAL
N.Y.
VT.

LOWEST COST COVERAGE!

People who Shop in Montreal listen to this Station.

1390 Kc.

WQDM 1000 WATTS
St. Albans, Vermont

Senate May Hold Radio Inquiry

(*Continued from page 15*)

of federal regulation. Shortly after that address, Senator White drafted the proposed resolution. He declared July 7 that it was not until the preceding day that he decided to introduce it, after it had been "kicking around" for several weeks.

Mr. White has been particularly critical of failure of the FCC to exercise a firmer hand in radio regulation. He has also attacked purported use of political pressure on the FCC and made mention in his resolution of alleged political wire-pulling and of the failure of the FCC to "observe and effectuate" the purposes of the Communications Act.

The Senator said he did not blame broadcasters or networks or any of the elements in the industry for any inequities that may have crept into regulation of the industry. Rather, he said, the regulatory authority should be taken to task for failing to mete out the type of regulation essential to bring about maximum public interest.

"I do not look for an investigation at this session but it is my hope to have the resolution adopted with the appointment of a subcommittee which would sit during the Congressional recess," Senator White said.

"I think Congress ought to have the picture as to what is involved in this radio field and on that basis determine what are the sound policies that should be incorporated in the law and the regulations. We should see whether we got off on the right foot and if we did we should get a little more iron in the law."

Favors American Plan

In his interview with BROADCASTING, Senator White emphasized that he has always favored private operation by the American plan but that he has been very much dissatisfied with the way private operation, in all its elements, has functioned. He reiterated too that he did not blame the broadcasters for taking advantage of the existing situation.

In retracing the history of radio regulation, Senator White pointed out that the original Radio Act became law in 1912 primarily to regulate ship code communication. There was no broadcasting and no point-to-point communication at that time. In 1927, he pointed out, the first law governing broadcasting along with other phases of radio was enacted and because of the meager development up to that time Congress was in the position of "guessing" as to what future developments would be. Senator White then was chairman of the House Merchant Marine Committee and co-author of the original law, under which the former Radio Commission was created.

Not since 1927, he asserted, has there been a study of radio. The only change in the law since then was that which occurred in 1930 altering the so-called appellate provisions whereby reviews of Commission decisions were restricted to matters of law except in instances of "arbitrary or capricious" actions. Senator White said he never favored revision of the court provisions but that in spite of his opposition the changes were adopted.

"I think it is time for a serious study of radio in all its aspects," the Senator said. "I want to emphasize that I am more interested in the study than in an investigation in the ordinary sense which hints that things are all wrong."

In addition to purely broadcast phases the resolution goes extensively into international communications and their regulations. Senator White said he had discussed with Senator Borah (R-Idaho), the latter's resolution proposing an inquiry into the so-called Oslo case, involving direct communications circuit from this country to Oslo, which was authorized by the FCC for RCA Communications Inc. against the competitive application of Mackey Radio & Telegraph Co. On this score, Senator White declared it was time to study the question of what the attitude of this country should be on foreign communications. He indicated there was a definite tendency toward a single control in the field and that thought should be given to the question of whether competition should be maintained in such foreign service or whether virtual monopoly should be permitted as in the best interests of the nation.

There seems to be little sentiment on the Interstate Commerce Committee against the type of inquiry proposed by Senator White. Administration spokesmen, however, raised the question as to whether the inquiry might not be regarded as an anti-New Deal attack upon one of the administration agencies.

Sentiment seemed to be united on one point—that the pressure of Senatorial business at this time is such that there would be little chance for appointment of a committee to function during the current session. The fight on the Administration's Supreme Court plan is expected to run into August on a filibuster basis. It is hardly expected that the Wheeler Committee will be able to get together before that legislation is disposed of, since Senator Wheeler is the leader of the opposition and plans to devote his entire time to the floor debate on the measure.

Fred Allen Renewed

BRISTOL-MYERS Co., New York, has signed a two-year contract with Fred Allen, who will return as master of ceremonies of the *Town Hall Tonight* series on NBC-Red, every Wednesday from 9 to 10 p.m. (EST) in the interest of Ipana toothpaste and Sal Hepatica, as soon as he has finished making a movie in Hollywood. The date is not yet definite, but will be sometime in the fall, probably about Nov. 1. This announcement puts to an end the series of rumors that Allen was through with radio or that if he did return to the air it would be under new sponsorship.

Fellowship Awarded

H. M. PARTRIDGE, program director of the New York University Radio Committee, has been awarded the third university fellowship of 1937 for advanced study in broadcasting given by the General Education Board of the Rockefeller Foundation. Partridge, lecturer in chemistry at N. Y. U., has directed 10 program series, including 150 broadcasts, on local stations. He will study under Dr. Franklin Dunham, NBC educational director, during the three months included in the appointment.

It's a Natural but not a gamble

KFH

WICHITA, KANSAS

DON'T GAMBLE WITH YOUR CAMPAIGN

Many a manufacturer and agency head knows that the sure way to win good will and sales in the rich Kansas and Oklahoma trade territory is to place their radio program with KFH, at Wichita, Kansas.

The station with the programs has the listeners. KFH has the programs, the listeners and the confidence of the listeners. *Don't gamble with your campaign.* Bet on a sure, consistent winner—KFH.

5,000 WATTS (L.S.)

KFH

1,000 WATTS NIGHT

Wichita, Kansas

Basic Supplementary
CBS

National Representative
EDWARD PETRY & CO.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

$20,000,000

Tourist Business!

The 1937 tourist trade in the Asheville area is estimated at $20,000,000 . . . and from now to mid-September this great PLUS business comes in peak volume. Speak for your share NOW . . . over WWNC—sole blanket radio coverage!

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

BOOSTER STATION IS GRANTED WLLH

SYNCHRONIZED operation of broadcast stations on the same frequency will be subjected to further experimentation by WLLH, Lowell, Mass., which on July 2 was authorized by the FCC Broadcast Division to construct a "satellite" or booster station in Lawrence, Mass., nine miles distant. To operate with variable power of from 10 to 100 watts, the booster is authorized for unlimited time operation on the 1370 kc. channel used by WLLH. The order is effective Aug. 10.

Every synchronized operation of the past has been authorized by the FCC on a purely experimental basis. WBZ, Boston, and WBZA, Springfield, have been operating synchronously for a number of years, but now have pending an application to discontinue and to establish WBZA as a separate station on another frequency. WBBM, Chicago, and KFAB, Lincoln, Neb., also have been synchronizing experimentally during certain hours, but have applied for separate operation.

The Broadcast Division recently authorized WBAL, Baltimore, to synchronize experimentally during early morning hours with a station operated by its consulting engineers at College Park, Md., on the 1060 kc. channel with 250 watts power. McNary & Chambers, consulting engineers, operate the College Park station, which is in a suburb of Washington. Baltimore and Washington are separated by ony 35 miles airline, and the operation presumably presages use of a booster station which would give WBAL Washington coverage. WBAL now operates synchronously with WJZ, New York, broadcasting identical programs after 9 o'clock in the evening, thus making possible its full-time operation.

WDRC, Hartford, Conn., recently applied for authority to erect two booster stations in its service area, but withdrew the applications last month. Applications of WTNJ, Trenton, N. J., for boosters in Burlington and Princeton, N. J., each some 10 miles distant, still are pending before the Broadcast Division.

STAR RADIO PROGRAMS Inc., New York script service, announces that it has just signed seven additional stations for its syndicated one-man script programs. The additions are KWJJ, WFBG, WTRC, WISN, utilizing Star commercials; WLAP and KMPC, subscribing for *Morning Bulletin Board;* WBTM, signed for the new *Scriptfolio*, in addition to the *Commercials* and *Bulletin Board*. The *Scriptfolio*, just released, contains seven half-hour programs, 20 commercial announcements and 30 tie-ins for musical introductions. It is issued once weekly.

IRVING REIS, director of the Columbia Workshop, CBS experimental radio drama series which celebrates its first anniversary July 18, is writing a book about the series which Farrar & Rinehart will publish in the fall. Reis will leave for Europe on Aug. 29 to study foreign radio drama methods.

KFPY-KGIR
Adopt baby to
Keep KXL Company
See Page 51

DIN—Instead of pomp and ceremony furnished the background for the first broadcast from the new $200,000 studios of WFIL, Philadelphia. Atop a scaffold, Chief Engineer Frank Becker points out a feature as Announcer Al Stevens (left) and President Samuel R. Rosenbaum look on. The occasion also marked the debut of the series *Backstage at WFIL*, part of a big promotion campaign to exploit the new studios.

Television Far Away, States Comdr. McDonald

THE assertion that television has proved "a colossal flop" in England was made by Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., in applying June 30 for a construction permit for an experimental television station in Chicago. The London public, said Comdr. McDonald, noted not only as a radio manufacturer but also as an explorer, is complaining bitterly because of the lack of acceptable programs while paying about $450 for television receivers.

"Television is just around the corner—for stock salesmen only," said Comdr. McDonald. He said it was a long way off for general use in the home. His company, he said, has been working on television in its laboratories for several years, but he stated the art has many economic and technical problems yet to be solved. Zenith, he said, has refused and will continue to refuse to be "stampeded" into prematurely placing on the market its television apparatus.

BROADCAST of works over a nationwide CBS network is the prize offered for the five winners in the short choral composition contest being conducted by the Federal Music Project in New York.

In Cook *County*—
908,300
Radio Homes!
* * *
That's More Listeners Than Any County In the United States!
* * *
FIRST in Local Accounts in Chicago and Cook County!
WGES

SOS Stops WMCA

FOR THE first time in nearly five years, WMCA, New York, stopped broadcasting for 45 minutes to clear its airlines for SOS signals. At 3:25 p. m., June 26, the station was called by the naval officials, requesting the station to sign off temporarily because of interference with compass bearings being taken on the British freighter *Sandgate Castle*, afire at sea, about 750 miles due east of Norfolk. SOS signals were broadcast until 4:13 p. m. after which the station resumed its *Grand Stand & Band Stand* program, broadcast from 2:30 to 5:30 p. m. seven days weekly under the sponsorship of General Mills Inc.

Bauer & Black Plans

BLACKETT - SAMPLE - HUMMERT Inc., Chicago, has contracted with Associated Cinema Studios, Hollywood, for 100 quarter-hour transcriptions featuring May Robson under the title of *Lady of Millions*. Bauer & Black Inc., Chicago, will sponsor the series beginning Aug. 1 for one of its cosmetics. The series marks the entrance of Miss Robson in radio.

DR. WALTER DAMROSCH, NBC music counsel, arrived with Mrs. Damrosch aboard the *Normandie* July 12 after a five-week European tour. While in Paris he spoke before the International Conference of Music Educators on "Education in Music With the Use of Radio".

1 ST
CHOICE OF THE LISTENER
Listeners from 52 counties out of the 67 counties in New England responded to a recent Listening Area Survey.
CHERRY & WEBB BROADCASTING CO.
Providence, R. I.
Representative:
PAUL H. RAYMER COMPANY
WPRO
1 ST IN PROVIDENCE
630 KC. 1000 W. DAY 500 W. NIGHT
BASIC COLUMBIA

PRICE TAGS
$$$ or ¢¢¢
SELL ON WCAE

WCAE received more than 11,000 direct replies from two short-term daytime sales campaigns concluded in June.

One sponsor sold flowers and shrubs at $1. Over 6,000 sent a dollar to WCAE.

A second client received over 5,000 replies, wrappers from a five cent candy bar, in a limerick feature.

For the **LOWEST** cost-per-reply, use WCAE.

WCAE
"Serving The Public Interest"
PITTSBURGH · BASIC NBC RED NETWORK
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

FCC Portland Decision May Be Taken on Appeal To the Supreme Court

AN APPEAL to the U. S. Supreme Court from the decision of the U. S. Court of Appeals for the District of Columbia, sustaining the FCC decision authorizing a new station in Portland, Me., to be operated by the *Portland Press-Herald,* will be taken by Eastland Co., of Portland and the Congress Square Hotel Co. operating WCSH, in that city. Both had applied for the same facilities on the 640 kc. channel.

Following the lower court's decision June 28, which by a 4 to 1 vote sustained the FCC decision, a petition for a stay of mandate was filed with that court, pending filing with the nation's highest tribunal of petition for a writ of certiorari to review the lower court's action. The appellants had contended that the FCC Broadcast Division was in error because at the time the original hearings were held Commissioners Gary, Brown and Sykes were members of the Division, but when the decision was rendered in May, 1936, Commissioners Sykes, Case and Prall were the members. The majority of the lower court held that the change in personnel did not invalidate the FCC ruling. An opposite view, however, was taken by Associate Justice Stephens.

The Supreme Court is in recess until September. Whether it will grant the petition for a writ, under which it would review the case, is problematical. Only a few cases involving FCC decisions have ever been appealed to the highest court.

NBC May Separate Red-Blue Staffs

(Continued from page 20)

cities in Virginia and the Carolinas would be considered in connection with such an expansion.

Coincident with the announcement of addition of the 10 Southern stations, NBC made known to its advertisers and agencies the base rates established for them. The new Southern Blue stations and their base one-hour night rates are: WNBR, Memphis, $160; KXYZ, Houston, $200; WSGN, Birmingham, $120; WAGA, Atlanta, $180; WDSU, New Orleans, $180, and WJBO, Baton Rouge, $120.

For the supplementary Blue stations, the rates are: WROL, Knoxville, (available for use with Blue Southern or Red South Central group), $120; KFDM, Beaumont, KRIS, Corpus Christi, and KRGV, Weslaco, Tex. (each available with the Blue Southern or the Southwestern Group), $120.

In announcing the 10-station expansion, President Lohr said it was NBC's answer to the demands of business and public for complete coverage by two great NBC networks, each with adequate outlets to serve all of the United States. Listeners in the South, by virtue of the expansion, will have a choice of two full-time NBC services over separate Blue and Red chains, he said. The first expansion step was taken last January when six Pacific Coast stations were added to the Blue. The second came early this year when stations were added in 20 locations over a period of several weeks.

The new stations aligned as of Aug. 1 and their facilities are as follows:

WAGA, Atlanta, is owned by the Liberty Broadcasting Co., of which Arde Bulova, New York watch manufacturer, is the principal owner. The *Atlanta Journal,* operating WSB, which becomes the Red outlet, also is affiliated in the organization along with Harold A. Lafount, former Radio Commissioner and now identified with the Bulova radio interests. It will operate full time on 1450 kc. with day power of 1,000 watts and night power of 500 watts when it begins operating on or about Aug. 1.

WSGN, Birmingham, is operated by the *Birmingham News & Age Herald.* In a market having a population of 260,000, the station operates on 1310 kc. with 250 watts day and 100 watts night.

WNBR, Memphis, is operated by the *Press Scimitar,* an adjunct of the Scripps-Howard newspaper interests. It is expected to become a part of Scripps-Howard Radio. In a market of 253,000, the station operates on 1430 kc. with 1,000 watts day and 500 watts night.

WROL, Knoxville, is owned by the Stuart Broadcasting Corp. and operates on 1310 kc. with 250 watts day and 100 watts night. Knoxville has a population of 105,802 and a trading zone population of 435,000.

WJBO, Baton Rouge, is owned by the Baton Rouge Broadcasting Co. which also publishes the *State Times & Advocate.* It operates on 1120 kc. with 500 watts.

WDSU, New Orleans, is owned by WDSU Inc., of which Joseph H. Uhalt is president. It operates on 1250 kc. with 1,000 watts in a city having a population of 458,000 and a trading zone population of 850,000. The station formerly was a CBS outlet.

KFDM, Beaumont, is owned by the Sabine Broadcasting Co., Inc. and operates on 560 kc. with 1,000 watts day and 500 watts night.

KXYZ, Houston, is owned by the Harris County Broadcasting Co. and operates full time on 1440 kc. with 1,000 watts. Houston has a population of 292,000 and a trading zone population of 746,000.

KRIS, Corpus Christi, is a new station owned by the Gulf Coast Broadcasting Co. It operates on 1330 kc. with 500 watts.

KRGV, Weslaco, now is undergoing change of ownership and is licensed to KRGV Inc. It operates on 1260 kc. with 1,000 watts.

The other 20 stations which have joined NBC-Blue and supplementary networks since Jan. 1 are WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; KGHF, Pueblo, Col.; WTCN, Minneapolis, Minn.; WOWO, Fort Wayne, Ind.; WSPD, Toledo; WLEU, Erie, Pa.; WJTN, Jamestown, N. Y.; WRTD, Richmond, Va.; WSAN, Allentown, Pa.; KGNC, Amarillo, Tex.; KARK, Little Rock, Ark.; WFEA, Manchester, N. H.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KOB, Albuquerque, N. M.; KANS, Wichita, Kans.; WORK, York, Pa.; KSOO, Sioux Falls, S. D., and KIDO, Boise, Id.

Station Rate Quotation Agreed on for Foreign Language Spot Accounts

NEARLY 20 stations broadcasting foreign language programs have adopted a policy, tentatively agreed upon at a meeting held during the NAB convention, that rates for national advertisers on foreign programs can be quoted only by the stations themselves. In the past "brokers" handling the foreign programs have quoted the advertisers various rates with the result that no uniform rate card was available for the advertiser. Stations also agreed that insofar as possible, brokers would be eliminated from the broadcasting picture, the stations themselves taking charge of the foreign programs and the policies to be followed on them.

Present at the meeting in Chicago, which was presided over by George Roesler, head of the foreign language division of Van-Cronkhite Associates Inc., were: C. Merwyn and John A. Dobyns, KGER, Long Beach, Cal.; Woody Klose, WTMV, E. St. Louis, Ill.; W. I. Moore, WBNX, New York; Harold Newcomb, WRJN, Racine, Wis.; Frank A. Stanford, WSBC, Chicago; Dr. George F. Courrier, WHIP- WWAE, Hammond, Ind., and George Jaworowski, WGES, Chicago.

In addition to those attending the meeting, those who have since agreed to adopt the uniform rate for national advertisers on foreign language programs are: Gordon P. Brown, WSAY, Rochester; Fred Hopkins, WJBK, Detroit; Charles Lamphier, WEMP, Milwaukee; Gene Dyer, WGES, Chicago; M. McCarthy, KJBS, San Francisco, and KQW, San Jose; Henry Lee Taylor, KABC, San Antonio; Arthur Westlund, KRE, Berkeley, Cal.

Beaumont's Fall Plans

BEAUMONT LABORATORIES, St. Louis, will start a coast-to-coast spot campaign this fall consisting of quarter-hour and one-minute transcriptions. Included in the campaign will be two weekly quarter hour shows. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

MOST UNUSUAL!
—reminds me of
the CAROLINA
COMBINATION

Buying the two good stations—WIS and WPTF—that intensely cover the rich market areas of the Carolinas for one low rate—is a most unusual value. The results prove it beyond doubt.

MAJOR R. E. ZULTZ

The CAROLINA COMBINATION

560 WIS 680 WPTF

WIS
COLUMBIA, S. C.
5000 WATTS, NBC

WPTF
RALEIGH, N. C.
5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

For . . .

the world's most modern INDEPENDENT radio station in the heart of the world's most typical rural and urban population, consult

WROK
ROCKFORD, ILL.
1410 K. C. 500-1,000 WATTS

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Warner Bros. Back Cleveland Applicant

(*Continued from page 11*)

to purchase 60 of the 100 shares of common stock of Great Lakes at $1 per share but with an added proviso that Transamerican would advance not to exceed $100,000 for the building of the station in the event the application was granted. The agreement also provided for the issuance of 6% preferred stock in the amount of $100,000 through an amendment in the corporate structure, which would be issued to Transamerican in amounts equal to the advances made by the corporation for the station construction.

It was brought out in testimony that four Cleveland individuals were assigned 10 shares of stock each in Great Lakes, with Transamerican holding 60 shares having a value of $5 each, or with a paid-in capital of $500 for the voting stock. The Cleveland individuals were Carl W. Brand, listed as president, Donald S. McBride of Lakewood, Judge Walther of the Common Pleas Court, and Peter B. Klein, Shaker Heights, attorney. Under examination it was stated the original incorporators were M. Ellert, E. R. Cortland and Mr. Klein, all of Cleveland. Mr. Klein described these individuals as "dummy" incorporators, asserting that this was the practice in Ohio. He explained the former two were secretaries in his office.

These incorporators subsequently resigned and the three shares of stock were issued to Messrs. Clark and Rosenberg. Then in June, 1937, the company again was reorganized and the local figures were made stockholders along with Transamerican.

In connection with the arrangement made by Great Lakes with Transamerican for the advance of $100,000 in return for 6% preferred stock, Philip G. Loucks, counsel for WJAY, contended that the corporation had no authority under its charter to issue preferred stock. Paul D. P. Spearman, counsel for Great Lakes, contended that the incorporators had authorized an amendment to the charter to permit such a stock issue.

With Mr. Rosenberg on the stand, it was developed that Warner Bros. owns 65% of the common voting stock in Transamerican and that Warner Bros. would advance to Transamerican the $100,000 for the Great Lakes enterprise. There was placed in the record a statement by Herman Starr, Warner Bros. official, in which he agreed to advance the money.

Mr. Reiter, in testimony on Transamerican operations, declared that during its first year, ended last June, Transamerican grossed some $2,000,000 worth of business. Under examination, he said more than 50% of this was from business placed on WLW, Cincinnati. He testified Transamerican represented 82 stations. Under further questioning, it was brought out that Transamerican was interested in the Schenectady application of Citizens Broadcasting Co. for a 1,000-watt station on 1240 kc. DeWitt C. Mower, of Schenectady, president of Citizens, testified in that connection. He stated he had spent six weeks in Cleveland prior to the hearing preparing data for the application and in contacting Cleveland business concerns with respect to advertising.

That Transamerican has a time-purchase agreement with Great Lakes under which it would buy time at 70% of the card rates of the proposed station, also was developed with Mr. Rosenberg on the stand. Mr. Rosenberg said that similar contracts are in force with most of the stations represented by Transamerican with a few minor exceptions in connection with guaranteed time clearance.

Installation of the proposed new station, it was stated, would require an expenditure of some $90,000. Transamerican already has advanced $10,000 to Great Lakes to prosecute the application, Mr. Rosenberg said, of which more than $4,000 already has been expended. A witness for Warner Bros. testified that his company had a net worth of $173,000,000.

Programs proposed for the new station were outlined by Don Becker, Transamerican program director and former program director of WLW. He emphasized the need for a local program service and asserted that most of the time of other Cleveland stations was devoted to network renditions.

Mr. Reiter testified Transamerican was anxious to get into Cleveland because it is a basic major market and because Transamerican had no arrangement with any other station in Cleveland. Mr. Loucks brought out in this connection that Transamerican, through Mr. Reiter, had contacted WHK and WJAY for representation and that H. K. Carpenter, general manager of the stations, explained he was under an exclusive representation contract with Free & Peters, station representatives. On examination, Mr. Reiter asserted Transamerican could not place business on stations without procuring a commission.

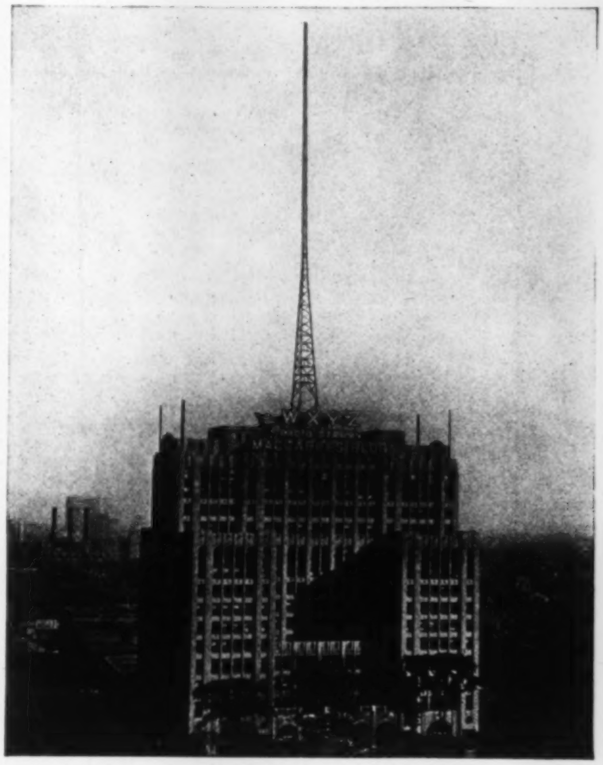
Associated with Mr. Spearman as counsel for Great Lakes was Herman Rosenblatt, brother of Sol A. Rosenblatt, former NRA Division Administrator and counsel for Transamerican.

Grove Autumn Plans

GROVE LABORATORIES Inc., St. Louis, is considering a new fall radio campaign for Groves Bromo-Quinine, to be placed through Stack-Globe Adv. Agency, New York. Details have not yet been settled.

KFPY-KGIR

Adopt baby to
Keep KXL Company
See Page 51



New Radiating Antenna
New Modern Transmitter
New Musical Quality
New Ability to Serve you

Everybody was satisfied with WXYZ's former coverage of the Detroit District. But today that coverage has been intensified to the absolute limit of modern radio engineering skill.

Crisp speech, and musical fidelity of the highest type, now add attractiveness to every WXYZ broadcast. And larger audiences than ever before remain tuned to the WXYZ wave.

A fundamental station of the NBC Blue Network, WXYZ also leads in its production of original features. Many of these original features are under sponsorship. Others are being developed for your specific advertising needs. We offer them, COMPLETE WITH ESTABLISHED AUDIENCES.

Ask us about them!

WXYZ *time is available for Detroit and regional coverage alone, or as key station of the Michigan Radio Network, with affiliated stations in Grand Rapids, Lansing, Jackson, Kalamazoo, Battle Creek, Flint, Bay City and Saginaw.*

King-Trendle Broadcasting Corp.

300 Madison Theatre Building · · Detroit

Wm. C. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

WXYZ — DETROIT

Here's One for Ripley!

WWVA's friendly operating policy is far-reaching and odd enough at times to be a fitting subject for Ripley's consideration!

Believe it or not, a fair listener from Canton, Ohio, (90 miles Northwest of Wheeling) wrote in last month and asked us what she must do to get married in the Southern part of West Virginia, to which section she was contemplating a trip for that express purpose.

Of course we obliged—because that's the way we make staunch supporters of the "Friendly Voice from out of the Hills of West Virginia." And staunch radio station supporters are always necessary to the success of any radio campaign.

To some folks we may seem to be squandering good money to buy space for such publicity, but not to those who really know good old WWVA and have spent a lot of money with us publicizing their wares.

Join the WWVA "Friendly Family Circle" and get the full force of plenty of folks who look to "their" station for information on many and various subjects—*your* subject will be no exception.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

For Radio Vets

A RADIO Oldtimers' Club, with those in the industry from 10 to 15 years eligible to membership, is being formed in Los Angeles with the avowed purpose of staging two events yearly. Heading the organization are Walter Biddick, president of Walter Biddick Co. station representatives, and E. K. Barnes, recording engineer. Both were with KHJ, Los Angeles, in its early days of 1923-25. Dr. Ralph L. Power, radio counsellor, is secretary. Events planned are a yearly transcontinental program featuring pioneer radio entertainers and an outing. Organization will be social.

HENRY MARKS has been shifted from the anouncing staff of WLBC, Munice, Ind., to the sales staff.

COLEMAN COX, newspaper columnist, recently began a series of morning programs on KSFO, San Francisco.

JENNINGS PIERCE, in charge of NBC agricultural broadcasts on the Pacific Coast spoke on "Radio and the Farmer" at a meeting of the San Francisco Exchange Club July 7.

WHEN Dr. Jean Piccard, the Belgian aeronaut, ascends from Rochester, Minn., in his new balloon to seek a stratosphere record, reports from the balloon will be carried via shortwaves to a ground station maintained by KROC, Rochester, the FCC having granted special authorization July 13.

Late Personal Notes

BOB DUNVILLE has been appointed assistant to James D. Shouse, general manager of KMOX, St. Louis, replacing Merle S. Jones who has been transferred to Chicago as western division manager of Radio Sales Inc., CBS sales organization. Mr. Dunville has been a member of the KMOX sales staff for three years.

ED LINDSAY, recently added to the sales department of American Radio Features, Los Angeles program-transscription concern has been promoted to the post of sales director. S. M. McFedrics, has been transferred from sales to the production department.

C. C. PYLE, president of Radio Transcription Co. of America, Hollywood, was married in Los Angeles July 3 to Elvie Allman, radio comedienne, Mrs. Pyle started in radio 10 years ago as program arranger of KHI, Los Angeles, and in recent years has been guest star and free lance on network programs. She was mistress of ceremonies on the *Komedy Kingdom* series produced by Radio Transcription Co. of America this year.

DON FITZGERALD, for nearly two years production manager of KGMB, Honolulu, has resigned to handle all radio affairs for the newly-formed agency, Bowman, Holst, McFarlane & Matson, Hawaiian subsidiary of Bowman-Duete-Cummings. His headquarters will be in Honolulu.

JOHN ESAU, former commercial manager of WBBZ, Ponca City, Okla., has been appointed manager of KASA, Elk City, Okla.

ROBERT ELLIOTT, formerly in the commercial department of KGB, San Diego, Cal., has joined KFOX, Long Beach, Cal., as account executive.

CLIFFORD L. FITZGERALD, recently elected vice-president and director of Fletcher & Ellis Inc., New York, becomes head of the agency's Chicago office July 15. Before joining Fletcher & Ellis, Mr. Fitzgerald was president of the Fitzgerald agency in New Orleans. Richard Barrett, who has been head of the Chicago office, will spend his time between Chicago and New York.

CHARLES GARLAND, with WBBM, Chicago, for the last 12 years, is resigning from the sales staff Aug. 1 to become assistant to Ralph Atlass, president of WIND, Gary.

KATHERINE CUFF, formerly of WFBL, Syracuse and *Radio Guide*, Chicago, has joined the Chicago office of Standard Radio Inc., where she will have charge of promotion, publicity and *Transcription Topics*. Miss Cuff succeeds Miss Doris Johnson, who is resigning to marry Merle Gudjeon of the Commonwealth Edison Co., Chicago.

GEORGE HARNEY, formerly production manager of Chas. R. Stuart Inc., Los Angeles agency, has been added to the production staff of Scholts Adv. Service, Los Angeles.

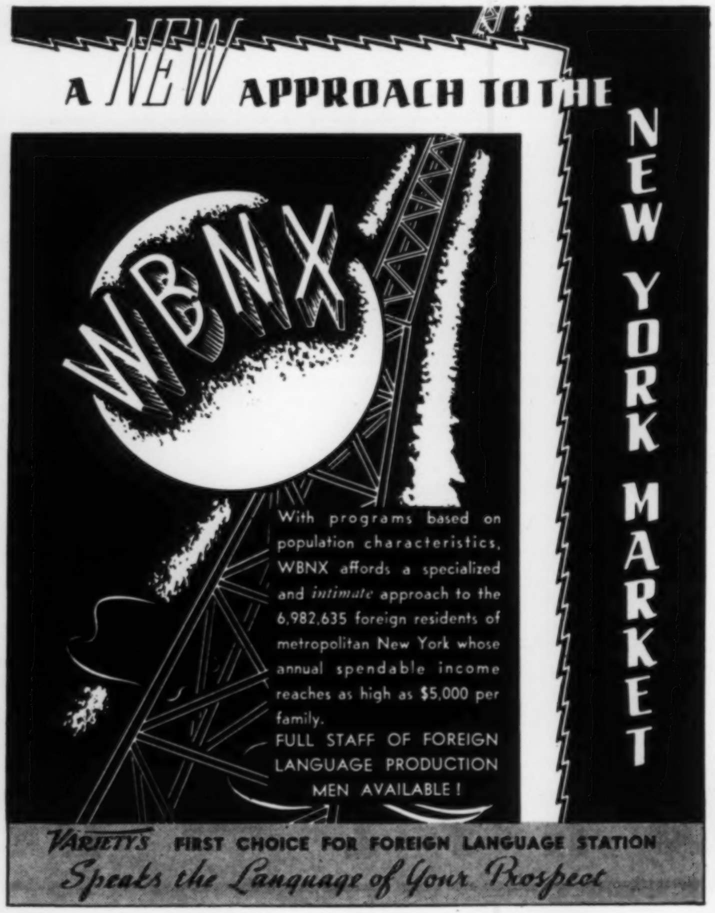
BEVERLY S. LATHAM, formerly assistant continuity editor of the NBC central division, Chicago, has been appointed CBS Pacific Coast continuity editor, stationed at KNX, Hollywood. He takes the post vacated by Hector Chevigny who resigned recently to join the production staff of Young & Rubicam Inc., Hollywood.

DEE MACK, for two years account executive of KHJ, Los Angeles, has resigned to devote his time to West Coast Features, radio production concern in that city.

JOHN P. TAYLOR, formerly identified with the Transmitter Sales Section of RCA Mfg. Co., Camden, has moved from Albuquerque, N. M. to Williamsport, Pa., after a long illness. Well known in radio engineering circles, Mr. Taylor plans to reenter the profession this fall.

JAMES W. CROCKER, director of radio for the Greater Texas and Pan American Exposition, Dallas, and Elizabeth Rea, of Dallas, were married in that city July 12.

WILLIAM HUTTON, former professor of physics at Penn College, Ia., has joined the engineering staff of WGAR, Cleveland, to design new equipment for the station and assist in field tests.



With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!
VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"BOYS, *I'll cut you in on this date. Turn to page 79.*"
NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

Home is where THE SALES are made

in PHILADELPHIA

10,000 WATTS

KYW

PHILADELPHIA

TOPS IN SPOT

And **KYW** is the sure way to enter 1,157,000 homes. A spot or local program shares the spotlight with famous NBC Red Network shows—a decided advantage for advertisers.

•

A Basic Red Network Station
Programmed and Represented by NBC

Warner Denies Rumors Regarding KFWB Sale Or KECA Replacement

EMPHATIC denial that KFWB, Hollywood, is for sale or that the station will replace KECA, Los Angeles, as the NBC-Blue outlet in Los Angeles, was made July 7 by Harry M. Warner, president of Warner Bros. First National Pictures. Negotiations had supposedly been in progress for several weeks between Warner Bros. and Earl C. Anthony, owner of KFI-KECA, Los Angeles, for the latter to take over the Hollywood station. KFWB was to replace KECA, the latter's wavelength to be vacated.

With this denial by Mr. Warner in Hollywood, Harrison Holliway, general manager of KFI-KECA, and spokesman for Mr. Anthony, stated that "we are still interested in another station" but refused to identify it. Mr. Anthony offered to buy KMTR, Hollywood, from Victor Dalton, but was turned down. The offer to Warner Bros. followed.

NBC rentals of the KFWB theatre-auditorium and extensive stage alterations to accommodate the *Maxwell House Show Boat* broadcasts from there, have caused wide circulation to rumors that the network will buy the station. This has been denied by NBC repeatedly, and Harold Bock, in charge of the network's Hollywood publicity department, speaking for Don E. Gilman, western division vice-president, assured BROADCASTING there was no foundation to the reports.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.
WTAR
VIRGINIA'S OLDEST BROADCASTER

WBIG IN SPOTLIGHT
Despite Newspaper Ban, Many Novel Schemes Used

DENIED even the mention of its call letters in daily newspapers in its home town, WBIG, Greensboro, N. C., is evolving many novel and effective ways of getting publicity other than over its own facilities, according to Maj. Edney Ridge, manager.

Newspaper antagonism to radio in that city of 70,000 has gone to such an extreme that the news columns of the two papers in the town, published by the same concern, do not use the word "radio" in their columns, according to the station. Even when the President addresses the nation, reviews of the speech are made without any mention of the fact that it was on the air.

On the theory that a picture is worth a thousand words, Mr. Ridge has used art in tackling his unusual problem. Autographed prints, 4x6 ft., of local and CBS stars, together with placards and scores of miniature galleries, have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other cooperating business houses and weekly newspapers.

Although the daily papers are not cooperating, the weeklies are doing so, Major Ridge said. As a means of tying these publications together, WBIG broadcasts a "good neighbor" program in which 25 weekly, semi-weekly and tri-weekly papers in the territory take active part. The broadcasts are twice weekly at 5 p. m. The program features material about the cooperating newspapers and the towns and cities in which they are published. By rotation, each city is brought into the spotlight with its newspaper and by the same plan WBIG is publicized in the news columns of smaller newspapers.

Transradio's New Bureaus

TRANSRADIO Press Service announces the opening of new bureaus at El Paso, Tex., and Phoenix, Ariz., and has moved its Philadelphia bureau into enlarged quarters. A. L. Williams has been transferred from the Dallas bureau to open the new El Paso office, which will be in the building occupied by El Continental, Spanish language daily newspaper. The Phoenix bureau's manager has not yet been permanently assigned. Harold Parr, until recently New England division manager, is opening the enlarged Philadelphia quarters at 1622 Chestnut St. Before joining Transradio, Parr was news editor of KGA and KHQ, Spokane.

Hay Fever Placements

HISTEEN Corp., Chicago (Hay Fever remedy) is making up a list of stations for spot announcements and quarter-hour programs during August when the hay fever season is at its heighth. Ruthrauff & Ryan Inc., Chicago, is the agency.

MACK DAVIS, member of the staff of Columbia Artists Inc. since last August and formerly a well known orchestra leader and musical director of the Hearst Hotel chain, has been appointed in charge of the radio division of Columbia Artists Inc. His new position gives him supervision over all agency and artist contacts.

A SPECIAL EVENT—It was for Mr. and Mrs. Paul W. White to vacation at the Cavalier in Virginia Beach, Va., this month. Mr. White is special events and public affairs director of CBS. Mrs. White is the former Sue Taylor Hammond. They were married this year.

Carpet Cooperatives

BIGELOW - SANFORD CARPET Co. Inc., New York, has prepared two new series of five-minute transcriptions for use by its dealers during the fall. One series is musical, featuring a male trio to be called the *Bigelow Melody Weavers;* the other mystery playlets. Each series includes 36 programs, which the company supplies to any dealer who wishes to use them on a local station, either alone or as part of a quarter-hour or longer broadcast sponsored by the store. Programs were recorded by RCA under the supervision of Karl Knipe, radio executive of Newell-Emmett Co. Inc., New York, agency for the rug manufacturer. Success of the sponsor's first cooperative radio advertising campaign last spring, when a series of talks on interior decoration and a comedy series was placed by dealers on more than 100 stations, led to the recording of the new programs which are being introduced to dealers at regional sales meetings and in their offices by the Bigelow-Sanford salesmen, who carry demonstration records.

HERBERT WESTON, president of Aerial Publicizing Inc., New York, program builders, sailed for Europe on July 14. He will visit Germany, France, Austria, Italy and England, where he will attend the television exposition at London.

RESULTS!
The "Yardstick" that never grows old.
•
It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!
WSOC Charlotte, N. C. an NBC Affiliate

Brooklyn Case Decision Taken to Federal Court

FURTHER litigation in the five-year-old so-called "Brooklyn cases" is certain with the determination of WLTH and WARD—Brooklyn stations which were ordered deleted—to appeal the FCC decision of last month to the U. S. Court of Appeals for the District of Columbia. A petition for a stay order to prevent the FCC from making its decision effective also will be sought by the stations, along with the *Day*, Jewish newspaper with which WLTH and WARD have an arrangement.

In its decision, promulgated to become effective Sept. 15, the FCC ordered assignment of three-quarters time on the 1400 kc. regional channel to WBBC, Brooklyn, and the remaining quarter time to WVFW, Brooklyn. Deletion of the two other quarter-time stations was ordered, along with denial of several other applications for the facilities [BROADCASTING, July 1].

SONGWRITERS GET MPPA REJECTION

COMPLETE rejection by the Music Publishers' Protective Association of the terms submitted to it by the Songwriters' Protective Association has reopened the battle over mechanical rights paid by transcription firms and moving picture producers which both sides thought was almost settled two weeks ago. Writers are demanding a larger share of the fees paid for mechanical reproduction of copyright music than the 33⅓% now generally allowed by the publishers and the SPA also asks the privilege of checking the accounting of the MPPA, which handles all negotiations with picture and transcription firms.

Showdown of the struggle, which has been running for nearly two months [BROADCASTING, June 1 and following], was scheduled for July 14, when committees of the two organizations were to hold another meeting. Publishers say they are tired of dickering and that unless the writers agree to their terms they will refuse to deal with any member of SPA in the future.

FERRIS & FIZDALE Inc., publicity firm, has been organized by Earle Ferris and Tom Fizdale, to operate Radio Feature Service Inc., New York, the Fizdale organization in Chicago, and Earle Ferris Radio Feature Service Inc., Hollywood. Irwin Nathanson will be in charge of the Chicago office, Irwin Parker will be manager at Hollywood and W. F. Mooney will be in charge in New York.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
MINNEAPOLIS
SAINT PAUL

Artists Service Formed To Handle Management Of B-S-H Agency Shows

FEATURED Artists Service Inc., a booking and management service, has opened offices at 247 Park Ave., New York, with Maurice Scoop and Milton Klein as managers. Primary function of the new firm is to handle the talent for the numerous script programs placed by Blackett-Sample-Hummert Inc., in New York, but it will also place its artists on other programs. A 5% commission charge will be collected from actors and directors placed by the company.

Formerly all contracts with talent and writers employed on B-S-H dramatic programs were handled by Air Features Inc., but the sheer mass of details involved in keeping track of the large number of actors, notifying them of auditions, rehearsals and broadcasts, keeping records and the like, made it necessary to form the new organization, according to James E. Sauter, president of Air Features. Questioned as to whether the commission, which was not charged when Air Features handled the bookings direct, would not constitute a double commission for those artists who have other managers, Sauter stated that only a few of the actors used on the script shows have agents, and that for those that do arrangements would be made to eliminate any double payment.

Contract which Featured Artists Service offers to artists for appearances on programs handled by Air Features contains a clause in which the artist waives all claims for compensation if the program is cancelled "for any reason beyond the control of corporation." This is merely a necessary protection against strikes and other events impossible to predict, according to Mr. Sauter.

Daytime Sales Up

CONTINUED increase in use of daytime by national advertisers is shown by figures for June revenue of NBC, which reports weekday revenue of $794,608, an increase of 57.2% over June of last year. Weekday daytime income for the first half of 1937 is $5,483,492, a total 79.2% ahead of the same period in 1936. Evening revenue for June is 20.3% better than for the same month last year, and for the first six months NBC's evening income has increased only 8.5%.

Bunte Bros. to Place

BUNTE BROS., Chicago (candy) will start scheduling list of stations carrying spot announcements for fall campaign in mid-August. Forty-three stations were used in last year's campaign. Fred A. Robbins, Chicago, is the agency.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

Clifford Joins KXBY

Mr. Clifford

HARRY A. CLIFFORD, since 1934 advertising manager of the Skelly Oil Co., has been appointed commercial manager of KXBY, Kansas City, effective July 12. Before joining the oil company he was for nine years associated with Reynolds & Fitzgerald, Chicago newspaper representatives.

Bacher Resigns

BILL BACHER, for two years CBS *Hollywood Hotel* producer of F. Wallis Armstrong Co., Hollywood, resigned July 9, his duties being taken over temporarily by Ken Niles, assistant producer and announcer. His successor was to be named by Ward Wheelock, agency president, upon arrival in Hollywood from Philadelphia July 14. Bacher's severance from the agency was amicable inasmuch as he agreed to leave his entire production organization with the show until his successor was appointed. It is understood that Bacher may take over production of the *Palmolive Show* and the *Maxwell House Show Boat*, for Benton & Bowles Inc., or establish a free lance production organization of his own in Hollywood.

Big Names for Serials

AIMING to have many of the leading dramatic and radio stars of the country heading the casts of its daytime serials originating in Chicago, Blackett - Sample - Hummert, Inc., Chicago, has signed Lillian Gish and Harold Vermilyea for *The Couple Next Door* beginning July 19. This program, originating at WGN, is sponsored by Procter & Gamble Co., Cincinnati, on Mutual. Other daytime B.S.H. shows originating in Chicago, which will probably have big names heading the casts shortly, include *Betty & Bob* (General Mills); *The Romance of Helen Trent* (Affiliated Products); *Ma Perkins* (Procter & Gamble).

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Radio Writing Technique

LEWIS TITTERTON, manager of the NBC Script Division in New York, is analyzing the technique of writing a radio play in a series of three broadcasts of the *National Farm & Home Hour*, which begins July 15, and continues July 22 and 29, at 1:30 p. m. (EDST), over NBC-Blue. In each broadcast, a portion of a radio play is enacted by professional actors in NBC's studios, and Titterton comments on the structure of the play. The series is broadcast for the special benefit of 4-H Club members in 40 States who are competing in the National 4-H Social Progress program, which is sponsored by RCA, RCA Victor and NBC. One of the features of the contest calls for the writing of a short, simple radio play.

Dr. Caldwell Adding 40

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin), is currently making up list of stations for its transcribed *Monticello Party Line*. Approximately 40 stations will be added Sept. 27 making the total number broadcasting the quarter-hour five-weekly serial close to 70. Stations already set include WIRE, WOOD, and the outlets of the Don Lee Network. Cramer-Krasselt Co., Milwaukee, is the agency.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

WAVE
LOSES
200,000,000
CHINESE
LISTENERS!

If you'll use only those stations which can be heard in China—and if you'll broadcast in Chinese—you'll get 200,000,000 "extra potential listeners"—FREE! . . . But you can't do it with WAVE. We don't reach China—and we don't broadcast in Chinese. However, this fact does sort of appeal to the 1,132,692 Louisville-trading-area people who look to WAVE for *the best home-town stuff*—plus the best of N. B. C!

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KROY To Join CBS

KROY, new 100-watt daytime station on 1310 kc. in Sacramento, Cal., licensed several months ago to Royal Miller, Dodge auto dealer, will join the CBS network some time this fall under a five-year contract recently completed with the network's station relations department. CBS expansion plans in California also embrace adding the new KARM, Fresno, this fall, also under a five-year contract. The Fresno station is a new 100-watter on 1310 kc. authorized July 3 to George Harm, Don Lee Cadillac and LaSalle distributor and truck line operator. Whether the Sacramento station will be linked with KSFO, San Francisco, and the Fresno station with KNX, Los Angeles, will be determined later.

HOLLYWOOD NEWS
of
HOLLYWOOD KIDS!
GEORGE WOOD Jr.,
14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.
Available as exclusive feature in your city.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

FCC List Narrows to Three

(Continued from Page 9)

assignment problem will be conjectural.

Mr. Gary was appointed general counsel of the FCC in July, 1935, suceeding Paul D. P. Spearman, who had resigned. He was a practicing attorney in Washington at the time. A former American Minister to Switzerland he served on the FCC from its inception in July, 1934, until Chairman Anning Prall took office in January of 1935. Born in Tyler, Texas, in 1873, he joined the government service first in 1914 as special counsel to the Secretary to State. Later he became solicitor. He served as consul general in Cairo, Egypt, from 1917 to 1920 and as Minister to Switzerland the following year. He was army captain in the Spanish-American War and a member of the Texas House from 1901 to 1902.

Other Candidates

Comdr. Craven was first identified with radio regulation in 1928, at which time the Navy Department assigned him to the former Radio Commission to organize its engineering work. After resigning from the Navy in 1930, he practised consulting engineering until he was called to become chief engineer of the FCC in 1935. It is understood that President Roosevelt asked him to accept the post, which he did at personal sacrifice. He has served as technical advisor or delegate at practically every international radio conference since 1920 and has held most of the high communications offices in the Navy.

Mr. Wheat is 44 years old and came to the FCC last September after seven years of utility regulatory service in California where from 1922 to 1929 he served as counsel of the Railroad Commission. From 1933 until his FCC appointment, he was utilities counsel for the city of Los Angeles. A progressive Republican, he is identified with the Hiram Johnson wing of that party in California. He was born in Holliston, Mass., but moved to California while a child. He was admitted to the bar in 1920 in California and during the World War served with the American Ambulance Service as a volunteer with the French Army. In 1917 he transferred to the Army Air Service and was commissioned a first lieutenant, having served overseas with the AEF from 1917 to 1919. He has written a number of books on California historical events and has been a frequent contributor to law reviews in that part of the country.

Commissioners Shift

WITH THE vacancy created by the retirement of Irvin Stewart, June 30, as a member of the FCC, Col. Thad H. Brown, vice-chairman of the Telephone Division, has been assigned to temporary duty as a member of the Telegraph Division. The appointment was made June 30 by FCC Chairman Prall, who at the same time designated Commissioner Payne as acting chairman of the Telegraph Division on which he regularly sits as vice-chairman. Mr. Prall left Washington June 30 and named Judge E. O. Sykes, chairman of the Broadcast Division, as acting chairman of the FCC in addition to his regular duties.

SEVEN NBC Hollywood announcers were used in a special trailer for *Vogues of 1938* motion picture to be released shortly by Walter Wanger Productions Inc. They are Ken Carpenter, Clinton (Buddy) Twiss, Joe Parker, Norman Field, John Mather, Bill Thompson and Pat Marsh.

AT THE request of the Soviet consul general, KNX, Los Angeles, stayed on the air 24 hours a day during the second Russian flight to the U. S. via the North Pole, as it had during the first flight a month ago. The fliers reported that they could hear the station's signals all the way down from the Pole.

Brief Filed With Court By WIL Opposing Grant To St. Louis Star Times

ANOTHER skirmish in the St. Louis radio battle involving WIL and the Star-Times Publishing Co., over the latter's successful application for a new regional station in that city, developed July 14 with the filing of a brief on behalf of WIL in the U. S. Court of Appeals for the District of Columbia, challenging the FCC grant to the *St. Louis Star-Times*. WIL had appealed from the decision granting the newspaper an assignment on 1250 kc. unlimited time with 1,000 watts, and last October procured an order from the court staying the effect of the decision pending determination of the appeal. Louis G. Caldwell heads the attorneys handling the litigation for WIL.

Counsel for WIL contended the FCC was without power or jurisdiction to make the decision on the ground that it was not preceded by or based upon any finding of fact. The procedure of deciding cases without findings, it was added, is "out of line with established administrative practice."

WIL counsel also argued that failure of the FCC to consider petitions for rehearing was not in accord with legal requirements. It added that the Commission's decision in preferring a new applicant over an existing station such as WIL "constitutes misapplication of legislative standard, public convenience, interest or necessity." On this score it added that the public interest clause requires that, other things being substantially equal, the application of an existing facility is entitled to preference as against that of a newcomer in the field. For that reason, it was added, the decision was erroneous as a matter of law "in failing to consider and give effect to Station WIL's position as an existing utility."

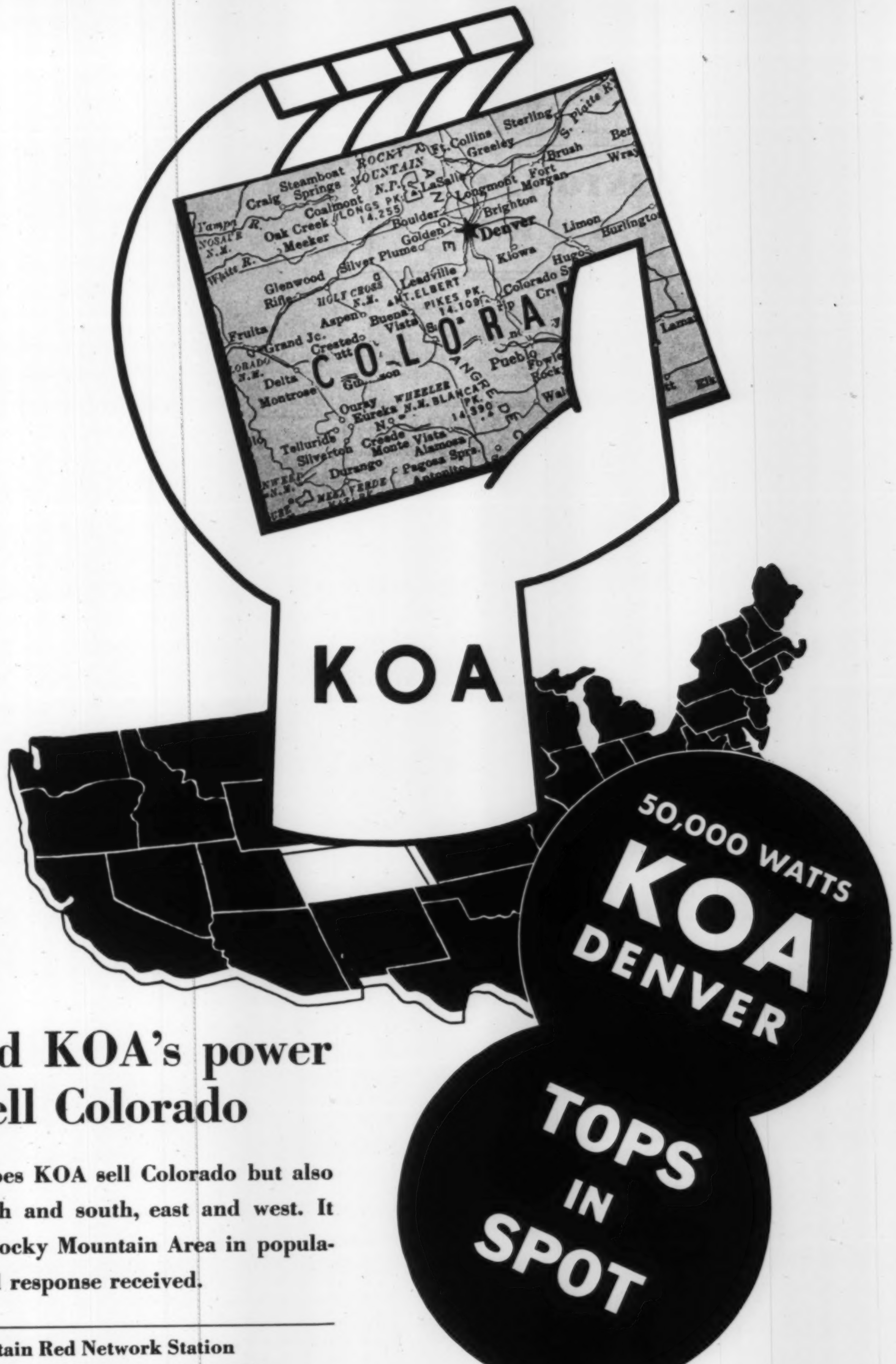
The evidence was said to show that there is need for an additional regional station in St. Louis, and that the application of WIL for assignment to the available regional facility, under the circumstances, is entitled to preference over that of the *Star-Times*. Answers to the brief will be filed by both the FCC and by the *Star-Times*.

WSMK, Dayton, is no longer affiliated with the *Dayton Herald* and *Journal* and sole ownership of the station now reposes in the company headed by Stanley M. Krohn Jr., according to announcement by Mr. Krohn.

The War's on . . . but---

WHY FIGHT
When the price of peace is so small . . . .
To be exact
$3 PER YEAR
And your personal subscription to
BROADCASTING includes the
YEARBOOK NUMBER *and the* MARKET DATA EDITION
Send Your Order Today!
●
BROADCASTING, National Press Bldg. Washington, D. C.

TODAY'S CHILDREN
RADIO'S MOST POPULAR DAYTIME PROGRAM
WRITTEN BY IRNA PHILLIPS — PRODUCED BY N. B. C.
NOW ENTERING 5TH YEAR FOR
Pillsbury Flour Mills Company
DIR. — HUTCHINSON ADVERTISING COMPANY
N. B. C. RED NETWORK — MONDAY THROUGH FRIDAY
10:45—11:00 A. M., E. D. S. T.


Craig
Steamboat Springs
ROCKY MOUNTAIN N.P.
Ft. Collins
Greeley
Sterling
S. Platte R.
Brush
Wray
LaSalle
Longmont
Fort Morgan
Coalmont
LONGS PK. 14,255
Boulder
Brighton
Yampa R.
Oak Creek
Meeker
Golden
Denver
Limon
Burlington
Kiowa
Hugo
White R.
Silver Plume
Leadville
Glenwood
Rifle
HOLY CROSS N.M.
MT. ELBERT
PIKES PK. 14,109
Colorado Sp.
Aspen
Buena Vista
Fruita
Grand Jc.
Crested Butte
COLORADO
Pueblo
Delta
Gunnison
Montrose
Ouray
Eureka
WHEELER N.M.
BLANCA PK. 14,390
Telluride
Silverton
Creede
Monte Vista
Alamosa
Durango
Pagosa Sprs.
Antonito
MESA VERDE NAT. PK.
KOA
50,000 WATTS
KOA
DENVER
TOPS IN SPOT

You need KOA's power to sell Colorado

And not only does KOA sell Colorado but also large areas north and south, east and west. It dominates the Rocky Mountain Area in population reached and response received.

A Mountain Red Network Station
Programmed and Represented by NBC

Abbot Book Off Press

THE first book of its character yet published, *Handbook of Broadcasting*, by Prof. Waldo Abbot, director of broadcasting of the University of Michigan, has just come off the press of McGraw Hill Book Co., N. Y. It is designed as a guide for teachers and students of broadcasting and is written in nontechnical language being a practical treatise on the entire nontechnical aspects of radio. Bibliographical section and typical successful scripts are included, as well as a critical analysis of production problems.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
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GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERTS . RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
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Former Special Consultant
Federal Communications Commission

RCA

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

DRAMATIC — Scene at a WJAY dramatics class, with Bev Dean and Gene LaValle at left giving instructions.

ACTORS RESPOND
WJAY Dramatic School Is Center of Interest

RESPONSE to the dramatic school conducted on WJAY, Cleveland, by Gene LaValle, dramatics director, and Bev. Dean, continuity chief, has been good and requests continue to pour into the station. The Wednesday night classes are limited to 150 students.

Informality marks the classes. A microphone is placed in front of the actors and LaValle coaches them, pointing out the proper mike approach, differences between radio and stage drama, and importance of pitch and inflection. A full half-hour of the two-hour class is broadcast each Wednesday night.

Those Patt Boys

RALPH PATT, keeper of the early morning *Musical Clock* at WJR, Detroit, is taking a month's vacation, and therein is involved a roundup of the Radio Patts. With his brother Bob, of the Campbell-Ewald radio department, he drove to the Patt home in Kansas City, stopping off en route in Chicago to visit Brother Jim, special events man of CBS. Somewhere en route, they hope to pick up Big Brother John, vice-president and general manager of WGAR, Cleveland.

The Largest Independent Frequency Measuring Service in the Country

ACCURACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesmen Attention!!! Complete change in sales setup. Excellent opportunity for hustling salesmen with commission and liberal drawing account. 500 watt station situated in major Southern market—full time NBC red network affiliation. Address Box 728 BROADCASTING, giving references and full details of your past experience.

Manager for 100 watt station located in Great Lakes area. The man accepted must be well recommended and capable of producing business, handling salesmen and building shows. A real opportunity for the right man. Inquiries handled confidentially. Write Box 729 BROADCASTING.

Situations Wanted

Experienced operator. First Class radiotelephone and second class radiotelegraph license. Box 721 BROADCASTING.

Announcer-program director, six years experience, married, sober, and steady. Go anywhere. Box 720 BROADCASTING.

Energetic, progressive salesman with proven record wishes connection with station, any wattage, in east or middlewest. Replies confidential. Box 724 BROADCASTING.

College graduate; five years network experience program traffic; would like small town station work. Box 723 BROADCASTING.

Now with 1,000 watt station, promotion and publicity director with newspaper and advertising background desires better position. Present employer's recommendations available. College graduate, 7 years experience as publicity director, advertising assistant, newspaper reporter, weekly newspaper editor. Experienced special program production and announcer. Box 722 BROADCASTING.

Licensed operator, young, single, will go anywhere. Will announce if desired. Can give references. Box 725 BROADCASTING.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

For Sale—Equipment

Modern high fidelity radio broadcasting transmitter, 100-250 watts. Approval by F.C.C. under rule 132. Complete A.C. operation, class B modulation. Special price. Send for photo. WHBI, Newark, N. J.

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

Wanted to Buy

250 Watt Transmitter, late model all A.C. operated and approved by the FCC. Give complete details and price. Must be manufactured and not composite. Box 727 BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

CAMPBELL SOUP Co., Camden, N. J. (soup), on Jan 3, 1938 starts *Amos 'n' Andy* on NBC-Red network plus a Canadian hookup, Mon. thru Fri., 7-7:15 p. m. (repeat 11 p. m.). Agency: F. Wallis Armstrong Co., Philadelphia.

PACKARD MOTOR CAR Co., Detroit, on Sept. 7 starts *Lanny Ross* on NBC-Red network, Tues., 9-9:30 p. m. Agency: Young & Rubicam Inc., N. Y.

GENERAL MILLS Inc., Minneapolis, on July 19 starts *Holywood in Person* on 32 CBS stations, Mon. thru Fri., 1:45-2 p. m., replacing *Who's Who in the News.* on *Gold Medal Hour*. Agencies: Blackett-Sample-Hummert Inc., Chicago, and Knox Reeves Adv. Inc., Minneapolis.

LOS ANGELES, SOAP Co., Los Angeles. (White King soap), on July 19 started for 13 weeks *Gus Edwards School Days of the Air* on 6 CBS-Pacific stations (KNX, KSFO, KOIN, KOL, KVI, KFPY) plus KFWB, Mon. 8:30-9:15 p. m. (PST). Agency: Barnes-Chase Co., Los Angeles.

STERLING PRODUCTS Inc., New York (Bayer aspirin), on Aug. 3 starts Helen Mencken on 31 CBS stations, Tues., 7:30-8 p.m. Agency. Blackett-Sample-Hummert Inc., N. Y.

Renewal Accounts

DUART MFG. Co., San Francisco (cosmetics) on July 25 renews *Passing Parade* for 52 weeks on 5 NBC-Red stations, Mon., 7:45-8 p. m. Agency: Howard E. Williams Adv. Agency, San Francisco.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 31 renews *Your Hit Parade* for 13 weeks on 90 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

WINNING TROLLER — Shown with the day's catch and his wife is Howard Wilson (right) of Wilson-Robertson, Chicago, who caught two of the three muskies landed at a radio fishing party given July 4 by Hugh Rager at his Wisconsin lodge. Mr. Rager, director of First National Broadcasters in Chicago, was host to the following men and their wives: George Roesler of Van Cronkhite Associates Inc.; George W. Besse, manager of Joseph Hershey McGillvra, representative; Homer Griffith, artist, of WLS, and F. Lee Dechant, chief engineer of WRJN, Racine, Wis. Mrs. Besse caught the other muskie. The third person in the picture is a guide.

G. WASHINGTON COFFEE REFINING Co., Morristown, N. J. (coffee), on Sept. 25 renews *Uncle Jim's Question Bee* on 6 NBC-Blue stations Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

AMERICAN CAN Co., New York (Keglined cans), on July 27 renews *Ben Bernie* on 58 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Fuller, Smith & Ross Inc., N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago (cheese and salad dressing), on July 29 renews *Kraft Music Hall* for 52 weeks on 60 NBC-Red stations, Thurs., 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

BOWEY'S Inc., Chicago (Dari-Rich chocolate milk), on July 12 renewed *Adventures of Dari Dan* on 13 NBC-Red stations, Mon., Wed., Fri., 5:15-5:30 p. m. Agency: Russell C. Comer Adv. Co., Chicago.

Network Changes

FELS & Co., Philadelphia (Fels Naptha) on July 19 expands MBS network carrying *Tom, Dick & Harry* from 2 stations (WGN, WLW) to 15 stations, Mon., Wed., Fri., 1:15-1:30 p. m. Agency: Young & Rubicam Inc., N. Y.

QUAKER OATS Co., Chicago (oatmeal), on June 26 added 23 stations to its hookup of 24 NBC-Red stations, bringing the total to 47 stations, Sat., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Super Suds), on Aug. 2 change *Myrt & Marge* on 58 CBS stations, Mon. thru Fri., from 2:45-3 p. m., to 10:15-10:30 a. m. (repeat 4 p. m.). Agency: Benton & Bowles Inc., N. Y.

WILLIAM R. WARNER Co., New York (Sloan's Linament), on Oct. 18 returns *Warden Lewis E. Lawes*, currently vacationing, on 32 NBC-Blue stations, Mon., 10-10:30 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

TIME Inc., New York (*Time* and *Life*), on Aug. 13 will move *March of Time* on 34 CBS stations from Thurs., 10:30-11 p. m., to Fri., 10-10:30 p. m. Agency: BBDO Inc., N. Y.

SPERRY FLOUR Co., San Francisco, is changing its *Friday Night Special* to *Monday Night Special* beginning July 19 at 9:30 p. m. on NBC-Pacific Red network. Agency: Westco Adv. Agency, San Francisco.

Goodrich Dealer Discs

B. F. GOODRICH RUBBER Co., Akron (tires), has recorded a series of 26 programs, *Success Doctor*, featuring Harry Balkin, character analyst, and has made them available to local dealers on a cooperative basis. Goodrich Service Stores sponsoring the quarter-hour series in their cities will be furnished with "success charts" for distribution to listeners who call for them. Programs were transcribed under the supervision of Ruthrauff & Ryan Inc., New York, agency for Goodrich, but are being placed by the individual dealers, to which they are made available in the same manner as dealers may obtain mats for use in their newspaper advertising.

SPERRY FLOUR Co., San Francisco, programs featuring Hazel Warner, vocalist, and Martha Meade, home economics expert, changed from three to five weekly, 1:30-1:45 p. m. on Pacific Coast NBC-Red network.

BOWEY'S Inc., Chicago (Dari-Rich) on July 19 replaces its *Adventures of Dari-Dan* serial with a new program *While the City Sleeps* on 9 NBC-Red stations Mon., Wed., Fri., 4:15 p. m. (CDST). Agency: Russell C. Comer Co., Chicago.

IN

WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned

ACROSS FROM THE WHITE HOUSE

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH

WASHINGTON, D.C.

WIL

THE PIONEER COMMERCIAL
STATION IN ST. LOUIS

If you're coming through St. Louis, stop in and see the busiest 250 watt station in America.

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Rep'rs*

STUDIO NOTES

WBAP, Fort Worth, helped inaugurate the new Gulf Radio studios at Fort Worth's Frontier Fiesta, opening night, July 7, with two quarter-hour and one 30-minute radio shows. O. H. Carlisle, division manager of Gulf Oil Corp., Houston, presented the studio to Merle Tucker, radio director for the Frontier Fiesta. Principal speakers included Will K. Stripling, president of the Fiesta; Amon Carter, of the *Star-Telegram*, and James F. Pollock, general manager for the Fiesta. Cosden Oil Corporation's 30-minute show of variety music and guest artists; the A. J. Krank Co.'s *Minute Mystery Drama*, and a special program in commemoration of the London School Disaster, were aired from the new studio before an estimated crowd of 400 people. All Fort Worth stations will be allowed to utilize the studio facilities and programs will be fed to all three major networks. The Paul Whiteman Concerts over NBC will originate from the studios once weekly, the pickup being made under the direction of George Cranston and R. C. Stinson.

WHIP, 5,000-watt sister station of WWAE, Hammond, Ind., will open about Sept. 1. WHIP recently received permission from the FCC to move its transmitter closer to Chicago.

WLEU, two-year old Erie independent, made its debut as a network outlet July 3 when it originated for the NBC Blue Network the *Call of Youth* program featuring Rabbi Curreck, of the Erie Synagogue.

NBC broadcast seven programs during the annual convention of the National Education Assn. in Detroit, June 27 to July 1.

AGRICULTURAL programs presented under the auspices of the United States Department of Agricultural Economics are being aired over WAAB, Boston, and the Colonial Network. The new series is heard daily at 1:15 p. m., and on Colonial Network at noon. The programs present a wide variety of subjects of interest to the farmers of New England including timely discussions on insect and disease control, fertilizing, market gardening, 4-H Club work and poultry. Dr. Hugh P. Baker, President of the Massachusetts State College, will be the guest speaker on the first broadcast.

HOMEMAKING bulletins sent out weekly by Mrs. Ida Bailey Allen to the audience of her daily programs on WHN, New York, are being used as the only text for classroom work in the adult cooking classes conducted by Mrs. Mary Nicholas at the Albert Leonard Junior High School in New Nochelle this summer.

RADIO Division of the Federal Theatre of Massachusetts began a twice weekly presentation of dramatic, historical sketches June 28 on WHDH and WMEX, Boston, under the direction of Kendall Weston.

WBZ-WBZA, Boston-Springfield, has contracted for exclusive broadcasts of the Massachusetts Handicap from Suffolk Downs race track during the next three years, according to an announcement by Arthur S. Feldman, special events manager.

WNAD, University of Oklahoma, Norman, announces the dedication of new studios and transmitter tower built with the aid of WPA funds. A course in radio announcing was offered for the first time recently and so many students wanted to take the course that entrance auditions were necessary. More than 150 students appear before the microphone each week, according to WNAD.

WJJD, Chicago, is now broadcasting a complete half hour play every morning from 9:30 to 10. Entitled the *Complete Story Hour*, the stories are especially written for radio and offer a variety of plots.

Saucy Charley McCarthy and His Stooge

(From the July 10 *New York Times*)

We don't often wax enthusiastic about particular programs, but when the staid "New York Times" devotes an editorial to a satiric but basically serious philosophical appraisal of an "artist" created by radio, seeing social significance in his whims and fantasies, we think it is news to the entire radio fraternity. For our part, we bow in appreciation to Royal Gelatin's Rudy Vallee for discovering and to Chase & Sanborn for presenting an act which is one of the real joys of current radio.

Charlie McCarthy, the overbred brat of the radio, is so insufferably satisfied with himself that it is risky to praise him in public. He is already in danger of bursting with vainglory. Fortunately, Edgar Bergen can shield him from superfluous publicity, for Mr. Bergen is a ventriloquist and Charlie is his wooden dummy. Ordinarily, the spectacle of a ventriloquist with a voluble dummy on his knee is half the fun of such knavery. Since Charlie's radio audience cannot see him, Mr. Bergen has had to concentrate on the tone of the simulated voice and the wit of the script. Both these things he has done with such skill and originality that Charlie has become the most real personality on the comic air waves this season. He is an imaginary being created entirely in terms of the ear and his whole life is on the radio. Accordingly, it is not hard to believe in the truth of his fantastic persiflage.

The impression of reality comes chiefly from his voice, which has abundant range and variety. Basically, it is arid. Although Charlie is apparently still in his 'teens, his little voice is aweary of the world. It has the infernal, fatigued assurance of a lad who has been too much in the company of his elders; it is suave, condescending and impertinently familiar. But it also has the sound of an alert mind, for Charlie is clever enough to protect himself in all sorts of situations. He has a bland tone for throwing an adversary off the track. When he feels that he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or to resist! His laugh is mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture.

As a whole, Charlie is a fairly objectionable little fellow. He is impudent, lazy, egotistical and artful. A stern parent should have whaled the conceit out of him years ago, and perhaps W. C. Fields, his colleague on the same program, will do it yet. The great mountebank of stage and screen is no one to trifle with. "My diminutive little chum," Mr. Fields calls him with grand and tautological venom as though he were sharpening a scalpel. For this wooden imp of the radio who sits on a ventriloquist's knee has no respect for his betters. Make no mistake about it, he is a bad egg. And his personality is developing so rapidly that even Mr. Bergen is losing control of him, and week by week has less and less to say for himself. Charles Frankenstein McCarthy may be the proper way to refer to him a few months from now.

THE new 5,000-watt RCA transmitter of KYA was the victim of another freak accident on July 9, which threw the station off the air for an hour-and-a-quarter. A steam shovel, working on a road excavation a quarter-of-a-mile away at Candle-stick Point, San Francisco, where the transmitter is located, came in contact with a high power line accidentally when the boom on the shovel was raised. An arc was created and the line burned in two. It was the line that furnished the transmitter with its power. The station was silent from 11:30 a. m. until 12:45 p. m. when an emergency crew from the power company repaired the severed line.

THE Tourist Bureau of Hawaii is actively engaged in its endeavor to raise $25,000 for its radio broadcasting activities over the three coast-to-coast mainland networks—NBC, CBS and Mutual during the next two years. The last appropriation of $25,000 expired last May and the transoceanic broadcasts, extolling the beauties of the mid-Pacific isles, which are presented under the auspices of the Hawaiian Tourist Bureau, have been off the air since that time. It is expected that these features will return to the air by September.

THE PURCHASE of full-time INS news service and the appointment of Richard Brooks as news commentator have been announced by WNEW, New York. Brooks, who has been on the station's announcing staff for some time, has been given a year's contract as exclusive news commentator.

Show Must Go On!

AN ALARM clock of an announcer-technician at KSFO, San Francisco failed to function on a recent morning. It caused a predicament to Dude Martin and his hillbillies, who found themselves ready to start their daily program at 7 a.m. but with no one in sight to put them on the air. The hillbillies were determined not to miss a program and began pulling switches and pushing buttons until they got the station on the air. They broadcast their own half-hour program, signed the *Farm Reporter*—Ira Smith on and off in the next 15 minutes and then somehow managed to plug in a CBS network show. The technician was tardy just one full hour.

ON JULY 7, *Uncle Don* of WOR, Newark, presented his 4,365th broadcast from 6-6:30 p. m. During nine years of consecutive broadcasting, *Uncle Don* has put on 3,150 broadcasts without missing one, for more than 75 sponsors. His daily-except-Sunday program is participating, averages six sponsors at a time, and pulls 1,000 letters a day from the 1,500,000 children estimated to make up his audience.

LEWIS ALLEN WEISS, general manager of the Don Lee network in California, returning to San Francisco after executive conferences with the Mutual network chiefs in the east, announced that George Jessel and Norma Talmadge have been signed to lead a new sponsored variety show series to be heard over KFRC and the other stations of a coast-to-coast Mutual network. Mr. Weiss stated that the series will be weekly, beginning Sunday, Sept. 5 and will be produced either at KHJ studios or in Hollywood. The musical portions of the broadcasts will be handled by a big name band and the programs will feature guest stars. *Thirty Minutes in Hollywood* will be the title of the presentations. A second important series to emanate from the Pacific coast for Mutual is a nightly 15-minute script show starring Nat and Alexander Carr, dialect comedians. The feature which will be known as *Max and Mawruss* in reminiscent of the pair's world famed "Potash and Perlmutter" characterizations.

A NEW sports program, *Racing Results*, is being broadcast every weekday evening on WHN, New York, with Jimmy Winchester, former San Francisco sports editor, broadcasting results at all tracks and dramatizing the feature race of the day.

A TWICE - WEEKLY series of talks on *Charm* has been started on WMCA, New York, featuring Eve Casanova, well known actress and widow of the late Lou Tellegan, who relates the beauty secrets of famous beauties here and abroad.

THE *San Francisco Chronicle*, independent morning newspaper, has announced plans for the abandonment this month of its broadcasting studios in the newspaper office building. The studios were affiliated with KGO, NBC-Blue station and constructed several years ago when the newspaper and KGO affiliated. They will be rented for office space. An economy wave in the paper is said to be responsible for the move. The half-dozen sustaining boradcasts presented over KGO by the newspaper thereafter will originate in the NBC main studios at 111 Sutter St.

NBC-Chicago received a record breaking response of 41,000 cards and letters, signed by 69,000 listeners, in response to five requests for mail made on five successive broadcasts of the NBC-Red sustaining program, *Don Winslow of the Navy*. The letters, analyzed by Emmons Carlson, NBC-Chigo sales promotion head, showed 3.6% of all mail coming from clubs having an average of 16 members, many letters form schools, and only three letters of the entire 49,000 criticizing the program adversely.

MORRIS H. SEIGEL, insurance analyst and reformer, is sponsoring a series of talks which he delivers himself each Monday morning on WMCA, New York. Talks are an expose of the weekly premium insurance field, which, he claims, costs American policy holders some $750,000,000 annually.

WFIL, Philadelphia, will take occupancy of its new executive offices July 21 in the downtown Widener Bldg. The new studios will be completed by Labor Day, according to Donald Withycomb, general manager of WFIL.

WHBF, Rock Island, Ill., will hold its second annual softball tournament in August. Ivan Streed, WHBF production manager, is in charge of the tournament which was attended last year by more than 3,000 persons and offers the winners an all-expense trip to Chicago ball games.

KASA, Elk City, Okla., has started another series of *KASA Roundups*, Saturdays, 2 p. m. for two and a half hours, during which open house is held and all visitors are given a chance to sing or talk on the air.

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("First of the Year or Sooner," Says CBS)

(It'll take us that long to clear our time.)

We're offering our advertisers and prospective advertisers in the National Field the same rate advantage that local merchants are enjoying.

All advertisers contracting for time prior to August 15, 1937, will be entitled to the present rates for one year from contract date.

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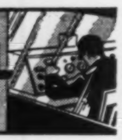

CARLOS CLARK, formerly with RCA-Victor and WNEW, New York, and William A. Irvin, with NBC years ago but more recently with Commercial Radio Sound Corp., New York, have joined the maintenance staff of NBC in New York. John E. Holmes, formerly with Rangertone Inc., Newark, will serve as a recording engineer. Donald Ewert, previously chief engineer of WMFJ, Daytona Beach, Fla., becomes a studio engineer. Melvin A. Lewis, formerly with WAAT, Jersey City, and later with DeForest Radio Co., has joined the field staff. T. Danielson, who comes from WOR, Newark, is stationed at the WJZ transmitter at Bound Brook, N. J.

W. A. ERICKSON Jr., with KDON, Monterey, Cal., for some time, is to join the staff of KGMB, Honolulu as operator-announcer and assistant to the chief engineer.

UNIVERSAL HAND SET

for transreceivers, 'phone and inter-systems.

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EVERY SOUND NEED

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30 Rockefeller Plaza, New York

JOHN G. PRESTON, of the engineering staff of WMAZ, Macon, Ga., has been appointed federal radio inspector. He will assume his new duties Aug. 1, with headquarters in Atlanta.

BOB MORTON was recently named engineer of WADC, Akron, to replace Lawrence Suhodalink, who left the station to join the CBS maintenance and experimental department in New York.

DAN SMITH, former instructor at Norfolk College, has joined the technical staff of WTAR, Norfolk, Va.

FRANKLYN BECKER, chief engineer of WFIL, Philadelphia, was given a surprise party on his birthday recently and the staff gave him an electric razor.

GEORGE SAVIERS, Westinghouse engineer, has been transferred from the studios of WOWO, Fort Wayne, to the transmitter. Glenn Thayer is a new member of the control staff.

SCOTT KILGORE, operator of W1XAL, Boston, has joined the staff of WMEX, Boston.

RUDY ERICKSON, formerly of CKCK, Regina, Alberta, has been named chief engineer of CFAC, Calgary, that province.

R. M. WALLACE, formerly of WEED, Rocky Mount, N. C., has been named chief engineer of WSPA, Spartanburg, S. C. George D. Tate has joined the engineering staff of WSPA.

MERRILL MITCHELL, chief engineer of WJR, Detroit, was in Beverly Hills, Cal., early in July to confer with Leo B. Tyson, general manager of KMPC. He also supervised installation of new equipment at the station.

LESLIE E. SCHUMAN, formerly of WHAT, Philadelphia, has joined the engineering staff of KYW, that city. James V. Thunell, formerly of WOWO, Ft. Wayne, Ind., and W. Sheridan Gilbert, formerly of WIBG, Glenside, Pa., have also been added to the KYW engineering staff.

IN THE AIR — KIEV, Glendale, Cal., recently was forced by technical difficulties to broadcast from the roof of the hotel in which its studios are located. The emergency arose due to a power frequency change-over which temporarily disabled studio equipment. Here is Ray McPherson, announcer, in the open air studio. Undaunted, the announcers moved commercials, programs and production to hastily erected "open air" studios adjoining KIEV's transmitter on the roof of the Glendale Hotel in which the station is located.

WILLIAM H. HARDY, has joined KMTR, Hollywood, as remote technician.

GEORGE NEFF has been made chief engineer of KIEV, Glendale, Cal. succeeding Ed Olds, resigned. Verne Wood fills Mr. Neff's former post.

HOWARD HAYES, formerly of WBNS, Columbus, has joined the engineering staff of WKRC, Cincinnati.

FRANK KERN, engineer of WFIL, Philadelphia, is the father of a baby girl born July 3.

JACK PEARCE, of the WGN, Chicago, engineering staff has purchased a 36-foot cruiser.

RADIO BEAM WIDTH WILL BE MEASURED

HOW narrow is the radio beam sent out by so-called beam antenna? How far on either side of the beam is the broadcast audible? How effective are directional antennas in stopping interference between stations in two or more countries broadcasting on the same wave-length? How much separation is needed between short-wave stations in various bands?

To answer these questions about which there is admittedly little exact knowledge at present, CBS and the British Broadcasting Corp. are cooperating in a series of tests which will continue for the next six months with the goal of having specific data ready for presentation at the conference of the International Consulting Committee on Radio to be held early next year in Cairo, Egypt. At this meeting the governments of the world will draft new standards for international tele-communication.

Arrangements for the tests, which will be conducted under the supervision of the International Broadcasting Union, were made with the BBC by E. K. Cohan, CBS director of engineering, who has just returned from Europe, where he took part in the sessions of the technical committee of the IBU in Bucharest, Roumania, held concurrently with those of the ICCR.

During the tests the CBS shortwave transmitter, W2XE, at Wayne, N. J., will operate simultaneously with the BBC transmitter at Daventry, England. Schedules are now being worked out for the first tests which will be conducted on the 21-megacycle band. With a separation of only 10 kc., CBS (on 21,250 kc.) and BBC (on 21,520 kc.) will broadcast simultaneously, but with their directional antennas aimed at right angles to each other. For 15 minutes CBS will transmit toward Europe and BBC toward South America; then they will reverse and for the succeeding quarter-hour BBC will direct its beam toward New York while CBS aims at South America. Observers stationed at various points will chart the reception of the signals.

The importance of these tests cannot be overemphasized, Mr. Cohan stated. The number of shortwave stations has doubled in the last year and the most efficient use of the limited number of bands available is essential to avoid interference and over-crowding.

John C. Lynch

JOHN C. LYNCH, retired former assistant vice-president of the A. T. & T. Co., who was a pioneer in radio research and helped establish WEAF, New York, died in a hospital at Great Barrington, Mass., June 29. He was 62 years old. An 1896 graduate of Cornell, Mr. Lynch was with the Bell interests until he retired to his ancestral farm near Stockbridge, Mass. in 1931 on account of deafness.

KFPY-KGIR

Adopt baby to Keep KXL Company

See Page 51

BLILEY CRYSTALS HOLDERS OVENS

QUARTZ CRYSTALS & MOUNTINGS 20 Kc-25 Mc

BROADCAST CRYSTALS & OVEN MOUNTINGS Approved by F.C.C.

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Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
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EQUIPMENT

GATES RADIO & SUPPLY Co., Qunicy, Ill., announces the following installations: speech input equipment for WRDW, Augusta, Ga.; KID, Idaho Falls, Id.; CFCY, Charlottetown, P.E.I.; WGTM, Wilson, N. C.; CMJK, Camaguey, Cuba; WGCM, Gulfport, Miss.; XEFE, Laredo, Mex.; CHNS, Halifax, N. S.; Dynamote portable remote amplifiers in WDEV, Waterbury, Vt.; WBRC, Birmingham; WKZO, Kalamazoo; WAVE, Louisville; KMO, Tacoma; KFVD, Los Angeles; KGKY, Scottsbluff, Neb.; WABI, Bangor, Me.; CKTB, St. Catharines, Ont.; WFBM, Indianapolis; B-60 pickup amplifiers in WRDW, Augusta, Ga.; WNLC, New London, Conn.; KMO, Tacoma.

KNEL, Brady, Tex., has completed reconstruction of its 100-watt transmitter, converting it to 250 watts under the supervision of Rupert Hayes, chief engineer, using equipment of Commercial Radio Equipment Co., Kansas City.

NORMAN B. NEELY, radio recording and sound equipment firm, on Aug. 1 moves to larger quarters at 5334 Hollywood Blvd., Hollywood, due to expansion of business operations. A laboratory will be equipped also, available to customers who do not have such facilities, and additional personnel is being retained.

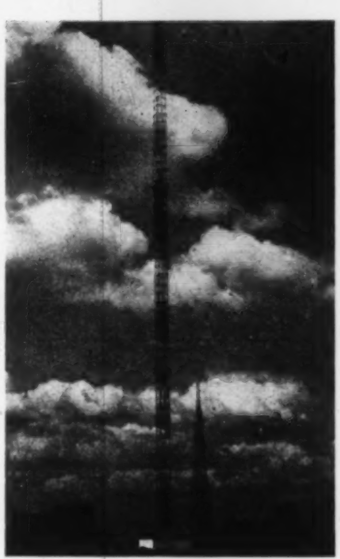
WOR, Newark, has purchased three WE 22-A portable pickup outfits equipped for both AC and battery operation.

A NEW "vertical" mixer attenuator, type 214, is announced by Tech Laboratories, Jersey City, N. J. Advantages claimed are easy cleaning, easy operation, better indication of volume setting of each unit, smoother operation, less wear, longer life and better appearance.

WRTD, Richmond, Va., new 100-watter on 1500 kc. which went on the air June 24, recently installed a 328-foot tubular steel vertical radiator designed and constructed by John E. Lingo & Son.

WIND, Gary, Ind., has installed its third transmitter tower, a Truscon steel antenna, at the Gary, Ind. transmitter. With a 14-ft. base, eight feet of which are located below the ground, the new modernistic tower rises 360 feet into the air and forms a perfect triangle.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture and distribute a line of crystal microphones, the first of which is the crystal handi-mike, which is small and compact, with switch and ten feet of shielded rubber cord. Universal will incorporate the crystals of the Brush Development Co., in its new crystal line.



WATT-SHOOTER—When WCKY, Cincinnati goes on the air sometime between July 17 and 23 with its new 10,000-watt transmitter this 350-foot tower will catapult the doubled signal intensity into space. It is a Blaw-Knox uniform cross-section half-wave radiator, located high on a bluff overlooking Cincinnati on the Kentucky side of the Ohio River. The smaller tower in the background is one of the old antennas of the station, now kept in condition for emergency use.

WIBX Cuts Power

WIBX, Utica, N. Y., this month will begin using entirely new equipment. The only 300-watt station in the country, WIBX will reduce its daytime power to 250 watts continuing with 100 watts at night. The tower is one of the latest Blaw-Knox self-supporting innovations, 204 feet high. A new Western Electric transmitter has been installed and a new transmitter house built. Scott Howe Bowen is president of the station and Dale Robertson is general manager.

KWSC, Pullman, Wash., has recently installed new Presto recording apparatus.

ALFRED J. POTE, manager of WMEX, Boston, has designed and constructed a special boom microphone for singing pianists.

Stelli microscope perfect

Mirror-ground surfaces make keen cutting edges for *perfect* recordings on acetate.

Grant Laboratories, Chicago: **"A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."**

KGU, Honolulu: **"Very pleased with the results."**

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leading Portland
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C. C. 'Charlie' Bradley
Portland, Oregon

"KEX means *business* to me; and speaking from experience, I know it's TOPS . . . it's not easy to dramatize 'hats,' but I'm getting top-hat results from KEX."

That's right! Mr. Bradley does speak from experience . . . he was one of the FIRST SPONSORS of a commercial program in the Pacific Northwest. Thanks, Mr. Bradley.

KEX
PORTLAND
OREGON

1180 Kc. — 5000 Watts
NBC Blue Network

The Radio Stations of The Oregonian
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New York Chicago Detroit San Francisco

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RESULTS

Get Your Share of

Results

In This Rich Capital District

Market

USE
WOKO **Hotel Ten Eyck, Albany**

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JUNE 30 TO JULY 14 INCLUSIVE

Decisions . . .

JUNE 28

(Supplement to June 28 decisions printed in the July 1 issue)

MISCELLANEOUS—KHSL, Chico, Cal., granted mod. license to 1260 kc. unl. 250 w; KVI, Tacoma, Wash., retired to closed files applic. CP use old trans. as aux., granted 4-2-37.

RATIFICATIONS—KPRC, Houston, ext. temp. auth. 5 kw N; WEST, Easton, Pa., ext. temp. auth. Simul.—WKBO spec. hours; WDAF, Kansas City, temp. auth. reduce D to 1 kw; KGFI, Corpus Christi, Tex., ext. temp. auth. remain silent; WSAR, Fall River, granted pet. intervene Fall River Herald News Pub. Co.; WSUN granted pet. intervene Tribune Co., Tampa; Monocacy Brdcstg. Co. granted appearance CP Rockville; St. Petersburg C of C granted issuance subpoena W. W. McEachorn, St. Petersburg in applic. Earl Weir, St. Petersburg; KPQ granted order take depositions; WCAZ, Carthage, Ill., granted pet. intervene Leon M. Eisfeld, Burlington, Ia.; WKBN granted pet. intervene Wm. F. Maag Jr., Youngstown; KRRV granted pet. intervene KCMO, Kansas City; Edison Elec. Illum. Co., Boston, granted pet. intervene Birmingham News Co.; E. E. Krebsbach denied pet. accept appearance and participation KCMO hearing; Leon M. Eisfeld granted continuance hearing; Harry Schwartz granted orders take depositions re applic. CP Tulsa; WUTK Inc. granted continuance hearing applic. CP Utica, N. Y.; Cleveland Radio Brdcstg. Corp. granted pet. intervene applic. Great Lakes Brdcstg. Corp.; Herbert Lee Blye granted postponement hearing CP Lima, O.; Jules J. Rubens granted continuance CP Aurora, Ill.; WSGN, Birmingham, granted pet. intervene Birmingham News Co.; Earl Weir, St. Petersburg, Fla., granted continuance hearing CP; Centennial Brdcstg. Corp., granted continuance to 7-15-37; Southern Brdcstg. Corp., Bogolusa, La., granted intervention WSMB applic.; Houston Printing Corp. granted pet. intervene applic. Dr. Wm. States Jacobs Brdcstg. Co., Houston; Southern Brdcstg. Corp., Bogolusa, La., granted pet. intervene WDSU; KXL, Oakland, granted pet. intervene Richard Field Lewis, Oakland; WLAC and Yankee Network granted postponement argument WMEX; L. L. Cryell denied reinstatement applic. re KCMO, also Cornbelt Brdcstg. Corp. denied similar petition; KIUL denied vol. assign. license to KIUL Inc.

JUNE 29

WARD, Brooklyn—Denied CP move trans., denied renewal license, denied vol. assign. license to Kings Brdcstg. Corp.

WBBC, Brooklyn—Granted mod. license insofar as it asks facilities of WARD and WLTH, and denied insofar as it asks facilities WVFW; granted renewal license and aux. trans.

WLTH, Brooklyn—Denied license; denied vol. assign. to Kings Brdcstg. Corp.

WVFW, New York—Granted renewal license; granted CP change equip.

NEW, Brooklyn Daily Eagle Brdcstg. Co., Brooklyn—Denied CP.

WEVD, New York—Denied mod. license.

MISCELLANEOUS—NEW, State Capital Brdcstg. Assn., Austin, Tex., denied pet. to rehear and consolidate applic. with that of Baton Rouge Brdcstg. Co., Inc.; NEW, Isadore Goldwasser, Anniston, Ala., denied rehearing applic. CP (denied 4-27-37).

RATIFICATION—Denied motion Power City Brdcstg. Corp. to postpone effective date order of 2-9-37 denying applic. new station Niagara Falls.

JULY 2

ACTION ON EXAMINERS' REPORTS:

NEW, Continental Radio Co., Columbus—Denied CP 1310 kc 100 w unl., sustaining Ex. Irwin.

NEW, Continental Radio Co., Toledo—Denied CP 1200 kc 100 w D, sustaining Ex. Seward.

WALR, Toledo—Denied CP move Zanesville to Toledo, reversing Ex. Walker.

NEW, Community Brdcstg. Co., Toledo—Granted CP 1200 kc 100 w D, sustaining Ex. Walker.

NEW, Telegraph Herald, Dubuque, Ia.—Granted CP 1340 kc 500 w D, reversing Ex. Bramhall.

NEW, Marysville-Yuba Publishers Inc., Marysville, Cal.—Denied CP 1140 kc 250 w D, reversing Ex. Hyde.

WKBB, Dubuque, Ia.—Granted CP move studio, trans, new antenna, sustaining Ex. Bramhall.

NEW, Times Pub. Co., St. Cloud, Minn.—Granted CP 1420 kc 100 w unl., sustaining Ex. Walker.

NEW, Michael F. Murray, St. Cloud—Denied CP 560 kc 500 w D, sustaining Ex. Walker.

NEW, Clarence C. Dill, Washington—Denied CP 1390 kc 1 kw unl. directional, reversing Ex. Bramhall.

NEW, Times-Herald Pub. Co., Vallejo, Cal.—Denied CP 1320 kc 250 w D, reversing Ex. Bramhall.

NEW, Advertiser Pub. Co., Honolulu—Denied CP 1370 kc 100 w unl., reversing Ex. Irwin.

NEW, Fred J. Hart, Honolulu—Denied CP 600 kc 250 w unl., sustaining Ex. Irwin.

WGAR, Cleveland—Denied auth. transfer control to WJR, the Goodwill Station, reversing Ex. Walker.

NEW, Courier-Post Pub. Co., Hannibal, Mo.—Denied CP 1310 kc 100 w 250 w D, unl., reversing Ex. Walker.

NEW, Hannibal Brdcstg. Co., Hannibal, Mo.—Denied CP 1310 kc 100 w unl., sustaining Ex. Dalberg.

NEW, Golden Empire Brdcstg. Co., Marysville, Cal.—Denied CP 1140 kc 250 w D, sustaining Ex. Hill.

NEW, George Harm, Fresno, Cal.—Granted CP 1310 kc 100 w unl., reversing Ex. Hyde (Pet. of Chase Osborn Jr. to withhold action denied, opposition of George Harm dismissed).

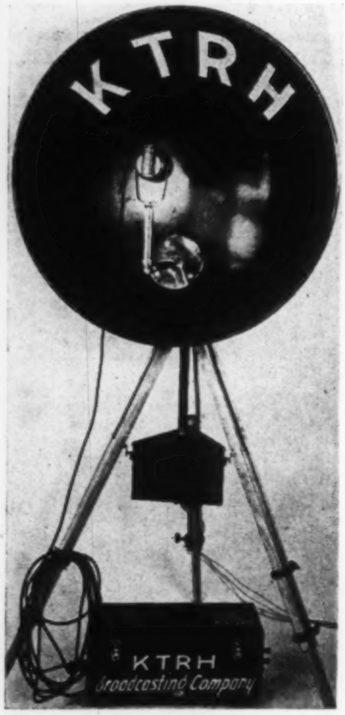
NEW, Hildreth & Rogers Co., Lawrence, Mass.—Granted CP 680 kc 1 kw D, sustaining Ex. Walker.

NEW, Loyal K. King, Pasadena, Cal.—Denied CP 1480 kc 250 w D, sustaining Ex. Walker.

WLLH, Lawrence, Mass.—Granted exp. auth. satellite station 1370 kc 10 to 100 w synchronize WLLH, sustaining Ex. Hill.

WELI, New Haven—Remanded to docket.

NEW, Lawrence K. Miller, Pittsfield, Mass.; NEW, Harold Thomas, Pittsfield, Mass.—Harold Thomas granted CP 1310 kc 100 w 250 w D unl., reversing Ex. Seward.



PARABOLIC — This new microphone recently completed by KTRH, Houston, for remotes is said to facilitate spotting of sound effects and eliminates manual control from the field. The microphone may be operated from a broadcast booth by a small switch and battery, thus avoiding undesirable signals through misunderstanding.

FCC Recess

THE FCC Broadcast Division held its final regular meeting until fall on July 6, adjourning after that session to meet "at the call of the Chairman." The bulk of the docket was cleared up with decisions rendered on a dozen docket cases along with other routine actions. Meetings will be held during the summer as the accumulation of business warrants, but the next regular session is not scheduled until Sept. 7.

KGFF, Shawnee, Okla.—Dismiss without prej. applic. mod. license 1420 to 1430 kc, increase 100 w 250 w D to 250 w N & D unl., sustaining Ex. Seward.

NEW, Central Brdcstg. Corp., Centralia, Wash.—Granted CP 1440 kc 500 w unl., sustaining Ex. Bramhall.

NEW, Frank M. Stearns, Salisbury, Md.—Granted CP 1200 kc 250 w D, sustaining Chief Ex. Arnold.

JULY 6

APPLICATIONS GRANTED:

WJIM, Lansing, Mich.—CP new trans.

KRGV, Weslaco, Tex.—License for CP.

WORL, Boston—License for CP.

KNEL, Brady, Tex.—License for CP.

WSM, Nashville—License aux. trans.

KATE, Albert Lea, Minn.—Mod. CP as mod. trans., studio sites, vert. radiator.

KGFI, Brownsville, Tex.—Mod. CP trans., studio change equip.

KTNC, Visalia, Cal.—Mod. CP change equip., antenna.

WQAN, Scranton, Pa.—Mod. license 500 w to 1 kw.

WDEL, WAZL, WEST, WILM, WCAL, WORK—Auth. trans. control of corp. to J. H. and John F. Steinman.

KFBI, Abilene, Kan.—Vol. assign. license to Farmers & Bankers Brdcstg. Corp.

WJBO, Baton Rouge—Mod. CP vert. radiator, move trans., change spec. to unltd. exc. 8-9 p.m. Mondays.

WRAX Brdcstg. Co. & Wm. Penn Brdcstg. Co., Philadelphia—Spec. auth. increase to 1 kw to counteract interference.

NEW, Natl. Battery Brdcstg. Co., St. Paul—CP high-freq. 1 kw.

SET FOR HEARING—NEW, William C. Smith, Bogalus, La., CP 1310 kc 100 w unl.; NEW, M. M. Valentine, Laredo, Tex., CP 1500 kc 100 w 250 w D unl.; WFBR, Baltimore, CP change trans. site, new equip., directional increase 500 w 1 kw D to 5 kw unl.; WLVA, Lynchburg, Va., CP amended 1200 to 1390 kc, increase to 500 w unl.; WDSU, New Orleans, CP amended re trans. site, equip., directional, increase 1 to 5 kw; WAAB, Boston—Mod. license to aux. trans.

SPECIAL AUTHORIZATIONS—KGDY, Huron, S. D., ext. temp. auth. remain silent in July; WFLA, Clearwater, Fla., ext. temp. auth. close Clearwater studios for summer.

APPLICATION DISMISSED — WSAI, Cincinnati, CP 1330 kc 1 kw 5 kw LS unl. (request of applicant).

MISCELLANEOUS — WAPI, Birmingham, granted vol. assign. license to Alabama Polytechnic Institute, U. of Alabama; WOAI, San Antonio, denied extension effective date grant applic. Hunt Brdcstg. Assn. for CP at Greenville, Tex.; NEW, Key City Brdcstg. Co., Kankakee, Ill., denied pet. take depositions re applic. new station, granted WKBZ and Northwestern Pub. Co. motions to deny and strike petition for order take depositions; KGCX, Wolf Point, Mont., granted amended pet. acceptance of answer re hearing on applic. KCMO for CP 1450 kc 1 kw unl.; NEW, E. Anthony & Sons Inc., Pawtucket, R. I., denied pet. reconsid. & grant applic. in part and extend effective date applic. CP 1200 kc 100 w 250 w LS unl.; KLZ, Denver, granted pet. intervene KVOD hearing; WKZO, Kalamazoo, granted auth. suspend construction antenna; NEW, Fall River Herald News Pub. Co., Fall River, Mass., denied pet. withhold decision on applic. Harriet M. Alleman and Helen W. MacLellan, d/b Cape Cod Brdcstg. Co.; NEW, C. W. Corkhill, Sioux City, Ia., denied pet. for further hearing re applic. new station 1420 kc 100 w unl., dismissed opposition to pet. for further hearing filed by Sioux City Brdcstg. Co.

ACTION ON EXAMINERS' REPORTS:

NEW, John S. Allen & G. W. Covington Jr., Montgomery, Ala. — Remanded to docket for further hearing for new testimony and take depositions.

NEW, Central States Brcstg. Co., Council Bluffs, Ia.—Denied CP 1500 kc 100 w unl., reversing Examiner Dalberg.

NEW, C. W. Corkhill, Sioux City, Ia.—Denied CP 1420 kc 100 w unl., sustaining Examiner Hill.

NEW, Sioux City Brdcstg. Co., Sioux City, Ia.—Granted CP 1420 kc 100 w 250 w LS, sustaining Examiner Hill.

NEW, State Capital Brdcstg. Assn., Austin, Tex.—Granted CP 1120 kc 1 kw D spec., reversing Examiner Walker.

NEW, Falls City Brdcstg. Co., Falls City, Neb.—Denied CP 1310 kc 100 w unl., sustaining Examiner Walker.

NEW Radio Enterprises, Lufkin, Tex.—Denied CP 1310 kc 100 w D, sustaining Examiner Seward.

NEW, Red Lands Brdcstg. Assn., Lufkin, Tex.—Granted CP 1310 kc 100 w D, sustaining Examiner Seward.

NEW, Virgil V. Evans, Gastonia, N. C.—Denied CP 1420 kc 100 w unl., sustaining Examiner Bramhall.

WJBR, Gastonia, N. C.—Denied as in default applic. mod. CP extend completion, sustaining Examiner Bramhall.

WATR, Waterbury, Conn.—Denied CP change trans., directional antenna, move trans. locally, change 1190 to 1290 kc increase 100 to 250 w, change ltd. to unl., reversing Ex. Dalberg.

ORAL ARGUMENTS GRANTED—10-14-37: WMBO, Auburn, N. Y.; NEW, Curtis Radiocasting Corp., Indianapolis; WKBV, Richmond, Ind.; NEW, Beaumont Brdcstg. Assn., Beaumont, Tex; 10-21-37: WMBH, Joplin, Mo.; NEW, Valley Brdcstg. Co., Youngstown.

APPLIC. RECONSIDERED AND GRANTED—WATR, Waterbury, Conn., granted CP change trans., install directional antenna, move trans. locally, change 1190 to 1290 kc, increase 100 to 250 w, ltd. to unl., sustaining Examiner Dalberg.

JULY 13

(Subject to Ratification)

KVGB, Great Bend, Kan.—Granted auth. discontinue operation 10 days.

MISCELLANEOUS—KALB, Alexandria, La., granted change license 1420 to 1210 kc, D to unl. 100 w; W. F. Maag Jr. granted pet. intervene WKBN applic.; State Brdcstg. Corp. granted pet. intervene WSMN applic.; Colonial Brdcstg. Inc. granted pet. intervene Arthur Lucas applic., Savannah; WTOC, same; Walker & Chapin granted continuance hearing CP Oshkosh, Wis., to 9-24-37; Athens Times Inc., Athens, Ga., granted continuance hearing to 9-29-37; WDNC granted pet. correct error in applic.; WTHT, Hartford, effective date extended and S. George Webb denied mod. CP and E. Anthony & Sons Inc. denied CP Pawtucket, from 7-6-37 to 7-20-37; Ward Optical Co. denied continuance hearing applic. Harry Schwartz for CP Tulsa and dismissed protest of Harry Schwartz to grant of said motion; F. M. Gleason, d/b N. Ga. Brdcstg. Co., denied pet. withdraw applic. CP Rossville, Ga., without prejudice and directed it be dismissed with prejudice; WBNO and WJBW, New Orleans, granted continuance hearing insofar as motions apply to WBNO applic. CP renewal and assignment license, and applic. Charles C. Carlson for CP and applic. Southern Brdcstg. Corp. for CP New Orleans, and directed hearing be continued to 9-21-37; denied said motions insofar as they apply to applic. Standard Life Ins. Co. of the South for CP and dismissed Standard opposition to WBNO motion; NEW, Robert Noble and J. Earl Salter, Los Angeles, dismissed pet. for rehearing en banc on KMPC applic. transfer control; Power City Brdcstg. Corp., Niagara Falls, denied rehearing applic. CP 630 kc 250 w D.

Examiners' Reports . . .

KOOS, Marshfield, Ore.—Examiner Seward recommended (I-453) that applic. vol. assign license to KOOS Inc. 1200 kc 250 w D be denied.

NEW, T. E. Kirksey, Waco, Tex.—Examiner Berry recommended (I-454) that applic. CP 930 kc 250 w 500 w LS unl. be denied.

WSBM, New Orleans — Examiner Seward recommended (I-455) that applic. CP change LS to 5 kw be granted.

WBLK, Clarksburg, W. Va.—Examiner Seward recommended (I-456) that applic. mod. CPD to unl. be granted.

KRKD, Los Angeles—Examiner Seward recommended (I-457) that applic. auth. transfer control from Frank P. Doherty to J. F. Burke Sr. and Loyal K. King be denied.

Applications . . . .

JUNE 30

WGNY, Newburgh, N. Y.—CP change equip., increase 100 w to 100 w 250 w D.

XXX, First Baptist Church, Pontiac, Mich.—Auth. transmit programs to CKLW.

NEW, Kanawha Val. Brdcstg. Co., Charleston, W. Va.—CP 1500 kc 100 w unl.

WWJ, Detroit—CP change equip., move trans.

WSBC, Greenville, S. C.—CP directional N, increase N to 5 kw.

NEW, Frank Ray, Dickinson, N. D.—CP 1310 kc 100 w 250 w D unl.

KGKY, Scottsbluff, Neb.—Auth. transfer control A. W. Hilliard to L. L. Hilliard.

KRE, Berkeley, Calif.—License for CP new trans., antenna, move trans.

KFBB, Great Falls, Mont.—Mod. license D to 5 kw.

KIRO, Seattle—Ext. exp. auth. 710 kc 1 kw unl.

JULY 2

WRTD, Richmond, Va.—License for CP as mod. new station.

WNOX, Knoxville—Mod. license N to 5 kw.

KFYR, Bismarck, N. D.—Mod. CP move trans.

JULY 6

WSAI, Cincinnati—Mod. license D to 5 kw.

KRIS, Corpus Christi—License for CP as mod. new station, increase power.

NEW, Panama City Brdcstg. Co., Panama City, Fla.—CP 1420 kc 100 w D.

NEW, Port Angeles Brdcstrs., Port Angeles, Wash.—CP 1500 kc 100 w 250 w D unl., amended to Louisa B. and M. E. Thornton, d/b Port Angeles Brdcstrs.

JULY 8

KGU, Honolulu—License for CP as mod. change equip.

WPRA, Mayaguez, P. R.—License for CP as mod. new station.

NBC, New York—Ext. auth. transmit recorded programs to Canada.

WFIL, Philadelphia—CP new trans., directional antenna D, increase 1 kw to 1 kw 5 kw D.

WJIM, Lansing, Mich—CP new trans.

KRGV, Weslaco, Tex.—Auth. transfer control M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden.

WMIN, St. Paul—Assign. license from Edward Hoffman, d/b WMIN Brdcstg. Co., to WMIN Brdcstg. Co.

NEW, Floyd A. Parton, San Jose, Cal.—CP 1330 kc 250 w D, amended to 1170 kc.

KSUB, Cedar City, U.—License for CP as mod. new station.

KVI, Tacoma—Auth. invol. transfer control from Edward M. Doernbecher, deceased, to Laura M. Doernbecher, executrix.

JULY 9

NEW, Young People's Assn. for Propagation of Gospel, Philadelphia—CP 1220 kc 1 kw unl.

WIBX, Utica, N. Y.—Mod. CP new trans. antenna, change D 300 to 250 w, move trans.

NEW, J. F. Rodgers, Harlingen, Tex.—CP 1370 kc 100 w 250 w D unl.

KSTP, St. Paul—CP new trans. directional, increase 10 kw 25 kw D to 50 kw.

WGN, Chicago—CP new trans., antenna, move trans. near Schaumberg, Ill.

WLBL, Stevens Point, Wis.—Mod. CP new equip., increase, change hours, move trans. locally.

NEW, Louis P. Thornton, Baker, Ore.—CP 1500 kc 100 w 250 w D unl.

JULY 12

WIP, Pennsylvania—Ext. spec. exp. 500 w additional power.

WDAE, Tampa, Fla.—Mod. license 1220 to 780 kc, directional.

KOL, Seattle—License for CP as mod. change equip.

FCC WILL CURTAIL EXPENSES BY 10%

IN COMPLIANCE with a request from President Roosevelt, the FCC will strive to curtail its expenditures during the coming year by 10% or in the amount of some $163,000.

Following announcement by the President at his press conference July 6 that he had requested all government establishments to curtail expenditures by 10%, Acting Chairman Sykes of the FCC asserted efforts would be made to comply with the request during the current fiscal year. For the fiscal year which began July 1, the FCC has an appropriation of $1,629,000.

Judge Sykes asserted details of the plan to effect the saving had not yet been worked out but he indicated it probably would not strike at personnel in any considerable way. Presumably other activities of the FCC will be curtailed in such fashion as to cause least possible hardship. The Telephone Investigation is not directly involved, since that phase of FCC activity has been conducted under a special appropriation.

President Roosevelt said a saving of some $400,000,000 was sought through the voluntary 10% reduction and in that way achieve a more nearly balanced budget. Insofar as the FCC is concerned, it may be that the agency will not fill existing vacancies for the time being, such as those created by resignations of staff members.

Seeks Back Issues

ENOCH PRATT Free Library, Baltimore, is anxious to complete its file of BROADCASTING and BROADCAST ADVERTISING and solicits offers of: BROADCAST ADVERTISING Vols. 1-2, 1928-1930; BROADCASTING Vols. 1-3, 6-11, 1931-1932, 1934-1936.

AMERICAN FUR Co., Salt Lake City, has started its fifth year of broadcasting on KSL, that city, and attributes to radio its rise from a small company to one of the West's leading furriers.

Sponseller to Graybar

Mr. Sponseller

J. F. SPONSELLER, veteran equipment engineer and salesman, has been appointed Atlanta district manager of the broadcasting division of Graybar Electric Co., according to an announcement by A. J. Eaves, Graybar sales manager. Prior to his new affiliation, Mr. Sponseller for eight years was an engineer for CBS, RCA, Bell Telephone Labs. and a salesman for Collins Radio Co. He is a graduate of Stevens Institute of Technology, Hoboken, N. J. His headquarters will be at 167 Walton St., N. W., in the southern city. He replaces A. S. Wise, who has been transferred to Philadelphia as district manager of the newly organized broadcasting division in that city at 910 Cherry St.

Alaska Radio Survey

E. K. JETT, FCC assistant chief engineer in charge of telegraph, and John B. Reynolds, assistant secretary, were authorized by the FCC July 13 to participate on behalf of the Commission in a survey of radio telegraphic needs of Alaska. They will leave July 26 and are expected to return in early September. Other government departments, including the Bureau of Standards, Department of Commerce and the Army Signal Corps, also will have representatives on the mission.

QUALITY

QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals___$90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

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GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.
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MR. E. H. RIETZKE

PRESIDENT OF CREI

IT'S NOT A "FIRST EDITION". .

CREI
A Tested Plan for a Future in
PRACTICAL RADIO ENGINEERING

. . . but this book may prove to be the most valuable you ever read! It's yours for the asking. Write today for a copy of the CREI "Tested Plan for a Future in Practical Radio Engineering." It costs nothing but a penny post card, but may open a new career for you. Write to—

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14th and Park Rd. Dept. B-6
WASHINGTON, D. C.

CREI

MODEL K-2 STUDIO TYPE

The New Astatic Plug and Socket
Astatic Spring Cable Protector

NEW REDUCED PRICE

This quality wide range non-directional microphone has an interior assembly of two dual diaphragm high fidelity units—a dependable, clear toned microphone that broadcasting and P.A. engineers are installing to replace now out-dated, bulkier, more erratic devices. Never before has a crystal microphone of this quality been offered at so low a price of $27.50 List.

WRITE FOR ASTATIC LITERATURE

ASTATIC PATENTS PENDING
ASTATIC MICROPHONE LABORATORY INC.
DEPT. BR, YOUNGSTOWN, OHIO, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

Merchandising & Promotion

Different—Fuzzy Curs—Rulers and Crops—Grocers Notified —Uncle Don's Contest—Postal Barrage

MUTUAL Broadcasting System has published a 45-page booklet titled *Along Different Lines* listing seven services offered by the network and illustrating each with a sponsor's success story. The booklet states that 21% of all network clients last year chose Mutual, that present billings exceed previous Mutual billings by 16% and that Mutual offers the lowest coast-to-coast coverage cost.

In a two-tone cover of brown and white portraying the outlets of the network on a pictorial map, *Along Different Lines* is plastic bound and designed so a quick glance at the contents suffices. At the top of the pages pertinent questions about the success of the network are asked in large black letters and between the pages the answers are found in half-page layouts done in red and black.

* * *

LEWIS-HOWE MEDICINE Co., St. Louis (Nature's Remedy), which renewed July 12 its *We Live Again* program on WLW, Cincinnati, for another 26 weeks, broke all existing mail records at the Crosley station recently. More than 68,000 letters were received in five days from listeners of the quarter-hour serial broadcast five times weekly at 10:30 a. m. The response was all the more remarkable in that only a small pamphlet containing pictures and biographical data of the characters in the sketch was offered the fans. Ruthrauff & Ryan Inc., Chicago, is the agency.

* * *

DURING the *Home & Style Forum* conducted daily by Alma LaMarr on KYA, San Francisco, T. F. Denman, local furrier, has been placing a daily spot announcement offering a miniature fur dog to all listeners sending in questions relating to the care of furs. He received more than 1200 requests as a result of five 100-word announcements and has had to withdraw the offer until more of the toy dogs can be manufactured.

* * *

THE classic recording of the *Hindenburg* disaster May 6 at Lakehurst has been mailed by NBC to a select list as part of its recorded promotion campaign. The disc, made by Announcer Herbert Morrison and Engineer Charles Nehlsen, of WLS, Chicago, marks one of the epochal broadcasts of all time. Accompanying the recording is a letter from E. P. H. James, NBC promotion manager.

* * *

A COLORFUL folder, titled *For All Good Sports—Who Like to Listen*, and embellished with a red and blue checkerboard of sporting silhouettes, has been issued by NBC, containing a list of the outstanding sports events that network will broadcast during the coming year.

* * *

KMMJ, Clay Center, Neb., is mailing out samples of "liquid gold" which turn out to be little bottles of rain water. "Rain means lots of corn and wheat and hogs. These mean money. And KMMJ is the means to acquiring your share of the farmers' money." Thus reasons KMMJ.

WFBM, Indianapolis, has distributed 500 counter cards calling attention to the *Len Riley Sportscasts* sponsored by Brown & Williamson Tobacco Co. for Sir Walter Raleigh tobacco and Avalon cigarettes. The cards were placed in drug and grocery stores after the merchants had been told of the tie-in possibilities.

* * *

WXYZ, Detroit, publishes a series of observations on store management in *Grocers Spotlight*, a Michigan trade paper for wholesalers and retailers. The articles are written by Harold Christian, merchandising manager of WXYZ, and have been reprinted for mailing to the stations' advertisers.

* * *

WIBW, Topeka, Kans., is mailing out three "yardsticks," little strips of cardboard called "Yardsticks of Coverage, Listeners and Results," along with a trim little business reply card which claims that WIBW delivers 12 full inches to the foot all the time.

* * *

UNITED Broadcasting Co., Cleveland, has issued a sales presentation for WJAY, following up the WHK brochure issued recently. Similar presentations are being compiled for the two other United stations, WHKC, Columbus, and WKBN, Youngstown.

* * *

KNX, Hollywood, published a promotion piece in the form of a giant firecracker suggesting that KNX dominates the California markets like a cannon cracker dominates the Fourth. It was mailed just before Independence Day.

* * *

KFYR, Bismarck, N. D., has published a red, white and blue booklet called *KFYR Service Review* which includes a mail and coverage map and analyses of listener response.

TO BRING advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. Since June 1 more than 2,500 have attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows broadcast from the KMOX-CBS Playhouse. Organizations entertained recently include Brown & Williamson tobacco dealers and dealers of both Associated Grocers and General Grocers in St. Louis.

All outgoing mail at KMOX, St. Louis, carries on the envelope a list of outstanding programs broadcast over the station. Out-of-town mail carries CBS highlights and city mail is stamped with local features.

* * *

WORLD BROADCASTING SYSTEM, Chicago, has sent desk souvenirs to radio directors of midwestern advertising agencies, calling attention to the firm's new transcription headquarters located at 301 E. Erie St. The souvenirs are a novelty lamp with a globe as the base. A replica of a transcription which gives the firm's new address is imprinted on the lampshade.

* * *

UNCLE DON, who broadcasts each weekday evening on WOR, Newark, under participating sponsorship, is conducting a contest to find the healthiest boy and girl in his audience. Winners will be flown to Albany to meet Gov. Herbert H. Lehman.

* * *

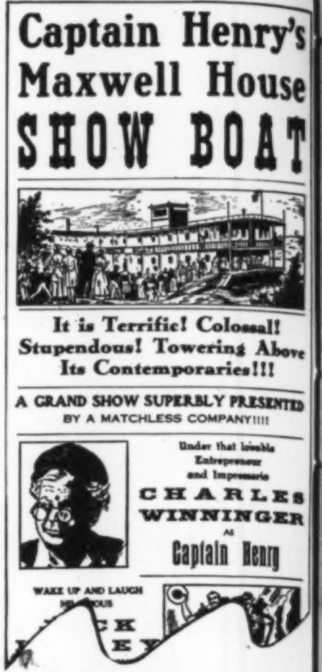
A. J. KRANK Co., Minneapolis (toiletries), is sending $50 weekly by wire to the listener first solving the *Austin Ripley's Minute Mystery* presented over a midwestern CBS hookup Tuesdays, 10:15-10:30 p.m. (CDST). McCord Co., Minneapolis, is agency.

* * *

CBS has published an orange and black promotion folder concerning its Pacific network titled *Dialers, Dealers, Dollars*, which lists sponsors and radio ownership data of California, Oregon and Washington.

Weston's
ENGLISH QUALITY BISCUITS
BOO HOO
BOO HOO
Weston's
OUTDOOR MMUNITY

CROWDS—Estimated at 15,000 gather each Sunday evening at Sunnyside Beach, near Toronto, Ont., to participate in community sings sponsored by George Weston Ltd., baking company, and broadcast on CFRB, Toronto. Here are the performers, including the strong man who turns the pages of "The World's Largest Song Book" which weighs 2,500 pounds. Ronalds Adv. Agency, Toronto, has the account. Series will last all summer.



Captain Henry's
Maxwell House
SHOW BOAT

It is Terrific! Colossal!
Stupendous! Towering Above
Its Contemporaries!!!

A GRAND SHOW SUPERBLY PRESENTED
BY A MATCHLESS COMPANY!!!!

Under that lovable
Entrepreneur
and Impresario
CHARLES
WINNINGER
AS
Captain Henry

WAKE UP AND LAUGH

FLYER—Benton & Bowles mailed bundles of 50 handbills like this to a long list of trade folk to announce the new *Show Boat* series for Maxwell House coffee on NBC-Red. The new program started July 8.

APPROXIMATELY 3,000 Ford and Lincoln dealers in the San Francisco bay region turned out on the evening of June 29 to welcome Al Pearce and his Gang, whose *Watch the Fun Go By* program was broadcast over CBS coast-to-coast from the Oakland civic auditorium.

Two broadcasts were presented in the auditorium—one for the Midwest and East and another for the West. All Ford dealers in the surrounding counties were given admission tickets by the distributors of the motor car. The auditorium was filled both times.

* * *

WDAY, Fargo, N. D., is preparing a home moving picture of the station's personnel and operations to be shown at various civic club meetings and schools for the purpose of acquainting the audience with the station. Julius Hetland, chief engineer of WDAY, is taking the shots and staff members will present lectures when the films are shown.

* * *

WJBK, Detroit, has placed 25 signboards in and near that city advertising its *News of the Hour, Every Hour, On the Hour*. During the program an automatic tone beat gives the correct time and is followed by five minutes of late news bulletins.

* * *

THE PICTURE post-card of a New England scene that Colonial Network sent to an agency and advertiser mailing list developed into a whole series. The personally addressed cards carry promotion and market data for New England.

* * *

WHBF, Rock Island, Ill., has published the first edition of its promotional tabloid *WHBF Radio News* containing eight pages set up in newspaper form and carrying reproductions of news stories from local papers.

THE OLD REFRAIN

*

PUBLIC INTEREST in WLW programs, and the

CONVENIENCE afforded through a clear signal projected by high power make WLW service a daily

NECESSITY to millions of radio listeners and . . .

WLW—THE NATION'S STATION

MORE

Radio Homes in America Because of WLW

Pioneering throughout the years in power increases has brought radio to thousands of homes which might otherwise have been denied its benefits.

Constant experimentation in the field of program improvements has attracted the attention of others whose interest in radio could not have been aroused otherwise. This is why WLW is

THE NATION'S

without

WLW...

. . . countless listeners would be deprived of excellent radio reception provided by WLW's 500,000 watts.

Without WLW, your program suffers the loss of the listeners who depend regularly upon

...THE NATION'S STATION

*

The Best Static Eliminator

IS POWER

WLW's 500,000 watts will deliver your program into countless homes, with the best possible clarity and with the greatest satisfaction to radio listeners.

WLW...THE NATION'S STATION

No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

THE NATION'S STATION